BROADCASTING

The Weekly Newsmagazine of Radio

TELECASTING

NAB OCTOBER 21 CONVENTION ISSUE

DEADLINE OCTOBER 1

RADIO, under wraps (except for exemplary wartime service) these past few years, hasn't had a full-fledged convention since Pearl Harbor.

Now war-shortages and rationing are about over. The biggest NAB convention (estimated attendance—2,000) comes up October 21-24 to take a quick look back and a studied look ahead.

For the biggest and most far-reaching NAB convention, BROADCASTING has planned its biggest, most informative Convention Issue. Plus pre-convention news up to the opening gavel, this issue will contain by-lined features by many who wrote the past year's radio headlines. Articles cover: economics of station operation; whither AM, with FM and television as co-arts; trend toward clock-time broadcasting; radio and the retail store; markets and station capacity; station construction costs; who's applying for what, where. This issue is the first post-war *MUST* as reference for all on both sides of the microphone.

Headline by-liners include: W. B. Lewis, Kenyon & Eckhart; Hon. Charles R. Denny, Jr., Acting Chairman, FCC; Judge Justin Miller, president, NAB; Leo J. Fitzpatrick; Sydney M. Kaye, vice president and general counsel, Broadcast Music, Inc.; Hon. E. K. Jett, member, FCC; DeQuincy V. Sutton, former head broadcast accountant, FCC; Frederic R. Gamble, president, American Assn. of Advertising Agencies, and others who have contributed to moulding policy in development of radio programming, economics and techniques.

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The Weekly Newsmagazine of Radio
TELECASTING

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FCC Actions

(Continued from page 58)

Co. for new station at Baltimore; further ordered that orders of Commission designating the Baltimore applications for hearing be amended to include Lomar application.

Petition

Homer Rodeheaver, Fort Wayne, Ind. —Adopted memorandum opinion and order denying petition requesting reconsideration of Commission's action of Aug. 1, 1946, designating for hearing application for new station in consolidation with application of Arthur S. Feldman for new station at Fort Wayne.

Program Authority

Mutual Bcstg. System Inc., Chicago, Ill.—Granted extension of authority to transmit programs to Mexican stations known as "Radio Mil's Network."

Palouse Empire Radio Inc., Moscow, Idaho—Designated for hearing application for new station to operate on 1450 kc, 250 w, unlimited time.

AM—1340 kc

Murray Bcstg. Co. Inc., Murray, Ky.—Adopted order granting petition requesting (a) that its application for new station to operate on 1340 kc, 250 w, unlimited time be designated for a hearing in the consolidated proceeding designated to be held at Paris, Tenn. on applications of Paris Bcstg. Co. and James A. Dick and William W. Cranshaw each requesting CP for new station at Paris, Tenn., to operate on 1340 kc, 250 w, unlimited time; further ordered that Commission order of March 13, 1946 be amended to include application of Murray Bcstg. Co., Inc.; further ordered that Commission notice of Place of Hearing dated August 26, 1946, scheduling for hearing the Paris, Tenn. applications at Paris, Tenn. on September 26, 27 and 28, 1946, be amended to include the Murray Bcstg. Co. Inc. application and to provide that that application shall be heard at Murray, Ky.

AM—1480 kc

KTBS Shreveport, La.—Adopted Decision and Order denying petition for reconsideration directed against the action of the Commission June 6, 1946, granting without hearing application of Wabash Valley Bcstg. Corp. for new station at Terre Haute, Ind. to operate on 1480 kc, 1 kw, unlimited time.

AM—860 kc

The Miami County Bcstg. Co. Inc., Picqua, Ohio—Adopted Order designating for hearing application for new station to operate on 860 kc, 250 w, daytime.

AM—1050 kc

James R. Doss, Jr., Decatur, Ala.—Designated for hearing application for CP for new station to operate on 1050 kc, 250 w, daytime.

AM—1230 kc

Voice of Augusta Inc., Augusta, Ga., Georgia-Carolina Bcstg. Co., Augusta, Ga., and Augusta Chronicle Bcstg. Co., Augusta, Ga.—Granted petitions for leave to amend applications for new stations so as to change requested frequency from 1340 kc to 1230 kc and granted request that these applications as amended, be considered by the Commission on the basis of existing record in Dockets 6871, 7116 and 6872.

AM—590 kc

WARM Union Bcstg. Co., Scranton, Pa. and WBAX John H. Stanger, Jr., Wilkes-Barre, Pa.—Designated for consolidated hearing application of WARM to change frequency from 1400 kc to 590 kc, increase power from 250 w to 5 kw, install new transmitter and directional antenna for day and night use and change transmitter location with application of WBAX to change frequency from 1240 kc to 590 kc, increase power from 250 w to 1 kw, install new transmitter and directional antenna for day and night use.

SEPTEMBER 20

ACTION IN DOCKET CASES

The Commission announced adoption of a final decision granting the application of Star Bcstg. Co. Inc. for a new station in Geneva, N.Y. to operate on 1240 kc, 250 w, unlimited time, and denial of the applications of The Finger Lakes Bcstg. Co. Inc. Geneva, N.Y. and the Seneca Bcstg. Co. Inc. Rochester, N.Y. for the same facilities.

* * *

The Commission directed that the following cases be scheduled for Oral Argument Wednesday, Oct. 2 at 10 A.M.: The Sandusky Bcstg. Co. Sandusky, Ohio; Lake Erie Bcstg. Co. Sandusky, Ohio; The Bay Bcstg. Co. Sandusky, Ohio; WCLS Inc. Joliet, Ill.; Piedmont Bcstg. Corp. (WBTM) Danville, Va.; Old Dominion Bcstg. Corp. Lynchburg, Va.; John M. Rivers Charleston, S.C. (WCSC); Drohlich Bros. Flint, Mich.; Booth Radio Stations Inc. Grand Rapids, Mich.; The 1600 (kc) Cases; Southern Media Corp. Coral Gables, Fla.; Atlantic Shores Bcstg. Ltd. Coral Gables, Fla.; Miami Beach Publishing Co. Miami Beach, Fla.; Valley Bcstg. Assn. Inc. McAllen, Texas; Howard W. Davis, McAllen, Tex.; Radio station KEEW Ltd. (KVAL) Brownsville, Tex.

SEPTEMBER 20

BROADCAST ACTIONS

Renewals

Granted renewal of following station licenses for period ending August 1, 1949: WSNJ WPAX WLOK WSNY KFBC WGAC WJIM WSSV.

WJHO Opelika, Ala.—Granted renewal of license for period ending Aug. 1, 1947.

WDNC Durham, N. C.—Granted renewal of license for period ending Aug. 1, 1948.

WAGA Atlanta, Ga.—Granted renewal of license for period ending May 1, 1949.

WHKC United Bcstg. Co., Columbus, Ohio—Granted renewal of license for period ending May 1, 1949.

WJBK James F. Hopkins Inc., Detroit, Mich.—Granted renewal of license for period ending Aug. 1, 1948.

WGBF Evansville On The Air Inc., Evansville, Ind.—On Commission's own motion, ordered that the special temporary authority for continued operation of WGBF be extended to Dec. 20, 1946.

* * *

The Commission approved request of National Bcstg. Co. to change call letters of its standard broadcast station WEAF and its FM station WEAF-FM, both in New York City, to WNBC and WNBC-FM, respectively, effective Nov. 1, 1946.

WELI Inc., New Haven, Conn.—Granted construction permit to increase power from 500 w, 1 kw-LS, to 1 kw unlimited time, and make changes in DA.

SEPTEMBER 23

ACTION IN DOCKET CASES

Frank R. Gibson, Lake Charles, La.—Announced proposed decision toward grant of CP new standard station 1580 kc, 1 kw, unlimited time, conditioned upon the satisfactory adjustment of any reasonable complaints because of blanketing; at same time Commission proposed to deny applications of Louisiana Bcstg. Co. for same facilities at New Orleans. (Commissioner Durr issued dissenting opinion, suggesting both applications be denied and that applications from other qualified applicants in the Lake Charles area be invited.)

SEPTEMBER 23

MOTIONS ACTIONS

BY COMMISSIONER WAKEFIELD

The Fort Industry Co., Toledo, Ohio —Granted petition insofar as it requests in the alternative that the application for a new station be removed from the hearing docket.

The Toledo Blade Co., Toledo, Ohio—Granted petition to dismiss without prejudice application for new television station.

(Continued on page 62)

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WDAY FARGO, NORTH DAKOTA N.B.C.

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RADIO'S FIRST SPECIAL REPRESENTATIVES

FCC Actions

(Continued from page 61)

Crescent Broadcast Corp., Philadelphia, Pa.—Granted petition to dismiss without prejudice application for a new FM station.

The Toledo Blade Co., Toledo, Ohio—Granted petition for leave to amend its application for FM station, so as to supply revised engineering information, and the amendment was accepted.

The Danbury News-Times Co., Danbury, Conn.—Dismissed as moot petition for leave to amend application for a new FM station, since the application was dismissed without prejudice on Sept. 20.

The Danbury News-Times Co., Danbury, Conn.—Granted petition to dismiss without prejudice application for new FM station.

The Yankee Network Inc., Bridgeport, Conn.—Granted petition for leave to amend its application for a new FM station so as to supply revised engineering information, and the amendment was accepted.

News Publishing Co., Charlotte, N. C.—Granted petition for leave to amend its application for CP so as to specify frequency 1240 kc instead of 1400 kc; to change Par. 17 to show that the application requests the present facilities of WSOC if and when that station shifts to another frequency, and to add amended engineering data. The amendment was accepted and application removed from hearing docket.

Statesville Bcstg. Co., Statesville, N. C.—The Commission, on its own motion, ordered that the application of Statesville Bcstg. Co. be removed from the hearing docket.

Brookhaven Bcstg. Co., Brookhaven, Miss.—Granted petition for continuance of consolidated hearing on petitioner's application and that of Radio Service Co. of Brookhaven, now scheduled for Sept. 30, and continued same to Nov. 4.

WSBT South Bend, Ind.—Granted petition for waiver of Sec. 1.387(a) of the rules and accepted petitioner's written appearance in re applications of Booth Radio Stations Inc.

WHA Madison, Wis.—Granted petition for leave to intervene in re hearing on application of Radio Peoria Inc., presently scheduled for Oct. 1.

Sun River Broadcasters Inc., Great Falls, Mont.—Withdrew petition to take depositions in re application for CP.

WMBD Peoria, Ill.—Granted petition requesting continuance of further hearing in re application for CP now scheduled for Sept. 24, and continued same to Oct. 29, 1946.

Calcasieu Bcstg. Co., Lake Charles, La.—Granted petition for leave to amend its application for CP so as to specify 5 kw non-directional operation during daytime, in place of 1 kw, DA daytime, and the amendment was accepted.

KFDM Beaumont, Tex.—Granted petition for continuance of hearing on application for CP now scheduled for Oct. 4, and continued same to Dec. 4, 1946.

Maricopa Broadcasters Inc., Phoenix, Ariz.—Granted petition for leave to amend its application for CP so as to specify revised DA design, etc., and the amendment was accepted.

KROD El Paso, Tex.—Granted petition for continuance of hearing on application for assignment of license now scheduled for Oct. 9, and continued same to Nov. 8, 1946.

WENY Elmira, N. Y.—Dismissed petition requesting in the alternative that WENY be permitted to intervene in the consolidated hearing in re application of Williamsport Radio Bcstg. Associates and Lycoming County Bcstg. Co.

Kelly Bell, Nacogdoches, Tex.—Granted petition for continuance of hearing on application for CP from Sept. 26 to Oct. 28, and the Commission, on its own motion, ordered that the hearing on this application be transferred from Nacogdoches to Washington, D. C.

KFDA Amarillo, Tex.—Granted petition for continuance of consolidated hearing on applicant's application from Sept. 23 to Nov. 4, in Washington, D. C.

Hot Springs Bcstg. Co., Hot Springs, Ark.—Granted petition requesting reopening of the record for the purpose of receiving into evidence a letter from Ark. Power and Light Co., relative to its power lines near site of petitioner's proposed transmitter site; the record in these dockets was reopened for this purpose.

United Bcstg. Co. Inc., Silver Spring, Md.—Granted petition requesting continuance of consolidated hearing on applicant's application and application of Arlington-Fairfax Bcstg. Co. Inc., and continued said hearing from Sept. 24 to Oct. 2.

SEPTEMBER 25
BY COMMISSION EN BANC

WINK Ft. Myers, Fla.—Granted renewal of license for the period ending Aug. 1, 1949 (Commissioners Durr and Hyde voting for hearing).

WIP Philadelphia, Pa.—Granted renewal of license for main and auxiliary transmitter for the period ending May 1, 1949.

KVOD Denver, Col.—Granted renewal of license for the period ending May 1, 1949 (Commissioners Durr and Hyde voting for hearing).

KHBC Hilo, Hawaii—Granted renewal of license for the period ending Feb. 1, 1949 (Commissioner Durr voting for hearing).

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FCC Boxscore

STATUS of new station applications at the FCC as of Sept. 26:

AM—827 applications outstanding; 336 construction permits issued this year (of which two have been rescinded and two others merged). **Total standard stations to date: 1335.**

FM—328 applications outstanding; 531 conditional grants issued, of which 279 are now full CPs. **Total FM stations: 593.**

Television—43 applications outstanding; 30 construction permits issued (one CP returned). **Total television stations: 36.**

KYUM Yuma, Ariz.—Granted renewal of license for the period ending Aug. 1, 1949.

KHMO Hannibal, Mo.—Granted renewal of license for the period ending Feb. 1, 1947.

BY THE SECRETARY

WFMR High Point, N. C.—Granted license to cover CP, which authorized installation of a new transmitter.

KLIZ Brainerd, Minn.—Granted license to cover CP which authorized a new station, and for change of studio location to Oak St. and Beach St., Brainerd, Minn. Waiver of Secs. 3.55 (b) and 3.60 of Rules granted; conditions. Also granted authority to determine operating power by direct measurement.

WRNY Rochester, N. Y.—Granted modification of CP which authorized a new station, for extension of completion date to 12/1/46.

WBON Elberton, Ga.—Granted modification of CP which authorized a new station, to change type of transmitter (Composite) for approval of antenna and approval of transmitter and studio location at intersection of Jones St. & Lake Forest Drive, Elberton.

KHON Honolulu, T. H.—Granted license to cover CP which authorized a new station on 1400 kc, 250 w, unlimited time. Waiver of Sec. 3.60 of Rules granted; conditions. Also granted authority to determine operating power by direct measurement.

WINR Binghamton, N. Y.—Granted license to cover CP which authorized a new station on 1490 kc, 250 w, unlimited time. Also granted authority to determine operating power by direct measurement.

WCMV Canton, Ohio—Granted license to cover CP which authorized a new station on 1060 kc, 1 kw, day, and for approval of studio location at 317 W. Tuscarawas St., Canton. Also authority to determine operating power by direct measurement.

WLAN Lancaster, Pa.—Granted license to cover CP which authorized a new station on 1320 kc, 1 kw, day. Secs. 3.55

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NETWORK STATION "B"
WHHM
NETWORK STATION "C"
NETWORK STATION "D"
WHHM
IN THE MIDDLE OF THINGS IN
MEMPHIS
"WORLD'S LARGEST COTTON MARKET"

(b) and 3.60 of Rules waived; conditions. Also granted authority to determine operating power by direct measurement.

WIRA Ft. Pierce, Fla.—Granted license to cover CP which authorized a new station on 1400 kc, 250 w, unlimited time. Secs. 3.55 (b) and 3.60 of Rules waived; conditions. Also granted authority to determine operating power by direct measurement.

BY COMMISSIONER WAKEFIELD

KRRV Sherman, Tex.—The Commission, on its own motion, removed application for CP from the hearing docket.

Ross and Co., Marshall, Tex.—Granted petition to dismiss without prejudice application for CP.

Marshall Bcstg. Co., Marshall, Tex.—The Commission on its own motion, removed from the hearing docket application for CP.

James A. Dick, et al, d/b as Paris Bcstg. Co., Paris, Tenn.—Granted motion for continuance of consolidated hearing on petitioner's application and applications of Paris Bcstg. Co. and Murray Bcstg. Co. Inc., from Sept. 26 to Oct., at Paris, Tenn.

Applications . . .

SEPTEMBER 20

AM—1240 kc

William E. Brooks, Brewton, Ala.—CP new standard broadcast station to be operated on 1240 kc, 250 w and unlimited hours of operation.

AM—1220 kc

Thomaston Bcstg. Co., Thomaston, Ga.—CP new standard broadcast station to be operated on 1220 kc, 250 w and unlimited hours of operation.

AM—1400 kc

WRJN Racine, Wis.—CP to install new antenna to support mast for FM antenna.

AM—1230 kc

Newel S. Cahoon, tr/as Craig Bcstg. Co., Craig, Col.—CP new standard broadcast station to be operated on 1230 kc, 250 w and unlimited hours of operation.

AM—1490 kc

KBOL Boulder, Col.—Modification of CP which authorized a new standard broadcast station, for approval of antenna and transmitter and studio locations.

AM—1400 kc

KCOL Fort Collins, Col.—Modification of CP which authorized a new standard broadcast station, to change type transmitter, for approval of antenna and transmitter location—AMENDED: to make changes in transmitting equipment.

AM—1230 kc

KELN Ely, Nev.—Modification of CP which authorized a new standard broadcast station, for approval of antenna, to change type transmitter, and to change transmitter and studio locations.

AM—1240 kc

KBMY Billings, Mont.—Modification of CP as modified, which authorized a new standard station, to change type of transmitter.

AM—1490 kc

The Mesilla Valley Bcstg. Co., Las Cruces, N. M.—CP new standard broadcast station to be operated on 1490 kc, 250 w and unlimited hours of operation.

Application Returned:

AM—1450 kc

WGL Fort Wayne, Ind.—License to cover CP which authorized to move transmitter.

Modification of CP

KEVR Seattle, Wash.—Modification of CP which authorized increase in power, installation of new transmitter and directional antenna for day and night use, and change in transmitter location, for changes in directional antenna. (Request of attorney.)

Applications Tendered for Filing:

AM—590 kc

Andrew Jarema and Frank H. Altdoerffer, tr/as The Binghamton Broadcasters—CP new standard broadcast station to be operated on 590 kc, 500 w and daytime hours of operation.

Transfer of Control

WHPC-FM Harrisburg, Pa.—Consent to transfer of control to Gertrude Howard McCormick, Conway Olmsted, and Dauphin Deposit Trust Co., executors of the estate of Vance C. McCormick, deceased.

AM—1240 kc

West Virginia Radio Corp., Elkins, W. Va.—CP new standard broadcast station to be operated on 1240 kc, 250 w and unlimited hours of operation.

AM—1170 kc

KSDJ San Diego, Calif.—Consent to voluntary assignment of CP from licensee to Clinton D. McKinnon.

SEPT. 23

AM—1450 kc

WKAL Rome, N. Y.—Modification of CP which authorized a new standard broadcast station, for approval of antenna, change type of transmitter and for approval of transmitter location.

AM—1490 kc

WBTA Batavia, N. Y.—CP to install new antenna and make changes in ground system.

AM—970 kc

WCSH Portland, Me.—License to cover CP which authorized installation of auxiliary transmitter, 970 kc, 100 w power.

AM—950 kc

WORL Boston, Mass.—Transfer of control of licensee corporation from Harold A. Lafount, Sanford H. Cohen and George Cohen to Bitner Bcstg. Co. through sales of 1000 shares of Class A preferred stock and 1000 shares of Class B common stock.

AM—1240 kc

WHIZ Zanesville, Ohio—Authority to determine operating power by direct measurement of antenna power.

AM—1310 kc

WNAE Warren, Pa.—Modification of CP which authorized a new standard broadcast station, to change type of transmitter and to specify studio location.

AM—730 kc

Radio Anthracite Inc., Nanticoke, Pa.—CP new standard broadcast station to be operated on 1490 kc, 250 w and unlimited hours of operation—AMENDED: to change frequency from 1490 to 730 kc, change power from 250 w to 1 kw, hours of operation from unlimited to daytime, make changes in antenna and change type transmitter and change transmitter location.

AM—1240 kc

West Virginia Radio Corp., Elkins, W. Va.—CP new standard broadcast station to be operated on 1240 kc, 250 w and unlimited hours of operation.

AM—1510 kc

Golden West Bcstg. Co., Childress, Tex.—CP new standard broadcast station to be operated on 1510 kc, 250 w and daytime hours of operation.

AM—1280 kc

Tom S. Whitehead, Brenham, Tex.—CP new standard broadcast station to be operated on 890 kc, 250 w and daytime hours of operation—AMENDED: to change frequency from 890 to 1280 kc, increase power from 250 w to 1 kw, make changes in antenna and change type transmitter.

AM—1180 kc

Eugene J. Roth, Jack L. Pink and James M. Brown, d/b as Radio Bcstg. Associates, Houston, Tex.—CP new standard broadcast station to be operated on 1180 kc, 250 w and daytime hours of operation—AMENDED: to change type of transmitter.

AM—1490 kc

WSBR Superior, Wis.—License to cover CP as modified, which authorized a new standard broadcast station; authority to determine operating by direct measurement of antenna power.

AM—860 kc

WFOX Milwaukee, Wis.—License to cover CP as modified, which authorized a new standard broadcast station; authority to determine operating power by direct measurement of antenna power.

AM—1400 kc

Community Radio Corp., Grand Forks, N. D.—CP new standard broadcast station to be operated on 1400 kc, 250 w and unlimited hours of operation.

AM—1340 kc

The Pittsburg Publishing Co., Pittsburg, Kan.—CP new standard broadcast station to be operated on 1340 kc, 250 w and unlimited hours of operation.

AM—1450 kc

KVMV Twin Falls, Idaho—License to cover CP which authorized installation of a new transmitter.

AM—1450 kc

KSVP Artesia, N. M.—Modification of CP which authorized new standard broadcast station, for approval of antenna, to change type of transmitter, for approval of transmitter location and to specify studio location.

(Continued on page 64)

WWL
New Orleans
shouts its shows
on car cards
throughout the year
Folks turn first to—

WWL
NEW ORLEANS
A DEPARTMENT OF LOYOLA UNIVERSITY

THE GREATEST SELLING POWER IN THE SOUTH'S GREATEST CITY
50,000 Watts - Clear Channel
CBS Affiliate
Represented Nationally by The Katz Agency, Inc.

Congratulations!

To WHN New York and Ted Husing, emcee for WHN's brand new "Husing's Bandstand". Yessir, we mean THE Ted Husing. That's Personality! That's Husing! That's Terrific!

To KFWB Los Angeles on Bill Anson's more than 100,000 replies to a simple request on The Hollywood Bandstand. No giveaways, no prizes, and they bought their own stamps. 100,431 answers! Whew! That's audience!

To the William G. Rambeau Company for two fine new stations — WHBC, Canton, Ohio and WPAY, Portsmouth, Ohio. Both famous for management and cooperation. Thank you, Gene Carr!

To our old friend, Bob Alburty, of WHBQ Memphis for the Joe Manuel Show. A local hilly-billy and his geetar with a 5.8 rating against tough competition. Attaboy, Robert!

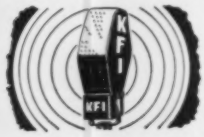
To WIL St. Louis for the "sell out" on "Housewives' Treasure Chest." One program completely sold out and just two openings left on the second "Treasure Chest" at 10:30 AM. Step lively, folks!

To H. J. Brennen and WJAS Pittsburgh for having the foresight to inaugurate a new streamlined women's program in Pittsburgh. It's "Around the Town" with Anne Cristy. It's 9:15-9:30 AM. It's a participator! It's easy to buy!

REPRESENTED BY
RAMBEAU
☆
RADIO'S FIRST SPECIAL REPRESENTATIVES

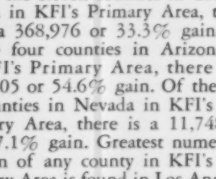
WAKR AKRON
First in Listeners!
TOTAL RATED PERIODS*
HOOPER STATION LISTENING INDEX—DECEMBER, 1945 THROUGH APRIL, 1946

INCREASES IN THE MARKET



Upon receipt of the Broadcast Measurement Bureau's 1946 Radio Families booklet, we immediately made some calculations to see how KFI has increased its sales potential in its Primary Area since the last census. In 1940, there were 1,126,781 radio families in KFI's Primary Area. This figure has increased to 1,514,710 in 1946, which is a 387,929 gain or 34.4%. On the basis of counties within states, this is the picture: Of the eleven counties in California in KFI's Primary Area, there is a 368,976 or 33.3% gain. Of the four counties in Arizona in KFI's Primary Area, there is a 7,205 or 54.6% gain. Of the five counties in Nevada in KFI's Primary Area, there is a 11,748 or 177.1% gain. Greatest numerical gain of any county in KFI's Primary Area is found in Los Angeles where the radio families increased 247,251 since 1940.

A REPORT ON PROMOTION



Through October, November and December of 1946, Station KFI has scheduled a showing of inside Car Cards to be carried by 1443 vehicles in the Los Angeles Area. The poster (in 4 colors) gives a general audience promotion message but has the added feature of a take-one pocket which will contain KFI's *complete* program log. Estimated distribution of this log will exceed a million and a half monthly.

CLEAR CHANNEL
640 KILOCYCLES **KFI** 50,000 WATTS
Earle C. Anthony, Inc.
NBC for LOS ANGELES
Represented Nationally by Edward Petry and Company, Inc.

FCC Actions

(Continued from page 63)

FM—Unassigned

Joe L. Martinez, Albuquerque, N. M.—CP new FM broadcast station to be operated on frequency to be assigned by FCC and coverage of 3600 sq. mi.

FM—104.9 mc

Santa Clara Bcstg. Co., San Jose, Calif.—CP new metropolitan FM broadcast station to be operated on frequency to be determined by chief engineer of FCC and coverage to be determined—AMENDED: to change type of station frequency from to be determined by chief engineer of FCC to channel 285, 104.9 mc, type of transmitter, transmitter and studio location, and make changes in antenna system.

Applications Tendered for Filing:

AM—1010 kc

WINS New York—Voluntary assignment of license to Crosley Bcstg. Corp.

AM—680 kc

Foundation Company of Washington, Philadelphia, Pa.—CP new standard broadcast station to be operated on 680 kc, 10 kw and unlimited hours of operation.

Assignment of License

WEOA Evansville, Ind.—Voluntary assignment of license to WFBM Inc.

SEPTEMBER 24

FM

WKRC-FM Cincinnati—Modification of CP (which authorized a new FM broadcast station) to specify population as 1,496,500 install new transmitter and make changes in antenna system.

FM

WIP-FM Philadelphia, Pa.—CP to specify coverage as 11,179 sq. mi., install new transmitter and make changes in antenna system.

AM—760 kc

WTNC Tarboro, N. C.—Modification of CP which authorized a new standard broadcast station for approval of antenna, to change type of transmitter and approval of transmitter and studio locations.

AM—1450 kc

WGKL Hendersonville, N. C.—Modification of CP which authorized a new standard broadcast station for approval of antenna, to change type of transmitter and for approval of transmitter and studio locations.

AM—1490 kc

KRGH Borger, Tex.—Modification of CP which authorized a new standard broadcast station, for approval of antenna and to change type of transmitter.

AM—1390 kc

Model City Bcstg. Co. Inc., Anniston, Ala.—CP new standard broadcast station to be operated on 1390 kc, 1 kw, directional antenna and unlimited hours of operation.

FM

Dixie Bcstg. Co., Montgomery, Ala.—CP new FM broadcast station to be operated on frequency to be specified by FCC and coverage of 9,552 sq. mi.

FM

Robert W. Rounsaville, Cleveland, Tenn.—CP new FM (Community) station to be operated on frequency to be assigned by chief engineer of FCC.

FM

WBRL Baton Rouge, La.—CP to specify coverage as 14,660 sq. mi., population as 751,255, install new transmitter and make changes in antenna system.

AM—560 kc

KWTO Springfield, Mo.—CP to increase from 1 kw night, 5 kw day to 5 kw day and night and make changes in directional antenna for night use.

FM—104.1 mc

Fulton County Bcstg. Co., Canton, Ill.—CP new FM broadcast station to be operated on channel 281, 104.1 mc, and coverage of 3,211 sq. mi.

FM

WEHS Chicago, Ill.—CP to specify coverage of 7,615 sq. mi., install new transmitter and make changes in antenna system.

AM—1490 kc

Burbank Bcstrs. Inc., Burbank, Calif.—CP new standard broadcast station to be operated on 1490 kc, 250 w and unlimited hours of operation.

AM—1340 kc

New Mexico Bcstg. Co. Inc., Gallup, N. M.—CP new standard broadcast station to be operated on 1340 kc, 250 w and unlimited hours of operation.

AM—1340 kc

KCNA Tuscon, Ariz.—Modification of CP which authorized a new standard broadcast station for approval of antenna, approval of transmitter location and change studio location.

Applications Tendered for Filing:

AM—1490 kc

Louis F. Leurig and F. F. McNaughton, a partnership d/b as Seminole Bcstg. Co. In or near Wewoka, Okla.—CP new standard broadcast station to be operated on 1490 kc, 250 w and unlimited hours of operation.

AM—1420 kc

Forest Capital Bcstg. Co., Lufkin, Tex.—CP new standard broadcast station to be operated on 1420 kc, 1 kw, directional antenna night and unlimited hours of operation.

AM—1320 kc

WAGF Dothan, Ala.—CP to change frequency from 1400 to 1320 kc, power from 250 w to 1 kw, install new transmitter and directional antenna night.

AM—1340 kc

Shasta Cascade Bcstg. Corp., Mt. Shasta City, Calif.—CP new standard broadcast station to be operated on 1340 kc, 250 w and unlimited hours of operation.

SEPTEMBER 24

AM—830 kc

WNEL San Juan, P. R.—Modification of CP which authorized to change frequency and install directional antenna for day and night use, for extension of completion date.

AM—1520 kc

WKBW Buffalo, N. Y.—License to operate main transmitter of station on regular basis.

AM—1190 kc

WANN Annapolis, Md.—Modification of CP, which authorized a new standard broadcast station, for approval of antenna, to change type of transmitter, for approval of transmitter location and to specify studio location.

AM—910 kc

WABI Bangor, Me.—Modification of CP, as modified, which authorized increase in power, employing directional antenna night and make changes in transmitting equipment, for extension of completion date.

AM—1050 kc

WPAG Ann Arbor, Mich.—Construction permit to increase power from 250 w to 1 kw and install new transmitter.

AM—800 kc

WCHA Chambersburg, Pa.—License to cover CP, as modified, which authorized a new standard broadcast station; authority to determine operating power by direct measurement of antenna power.

AM—1400 kc

WCAW Charleston, W. Va.—Modification of CP, which authorized a new standard broadcast station to specify frequency as 1400 kc, to change type of transmitter, for approval of antenna and for approval of transmitter and studio locations.

AM—750 kc

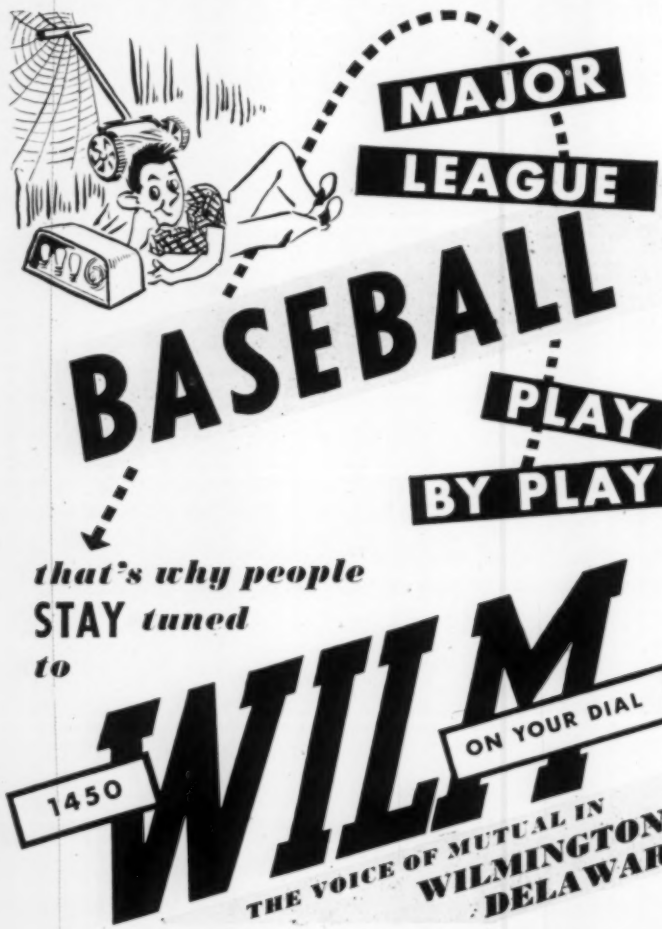
WSB Atlanta, Ga.—CP to install new type of transmitter.

AM—570 kc

WWNC Asheville, N. C.—CP, as modified, which authorized to install directional antenna for night use, increase power, installation of new transmitter and to move transmitter location, for extension of completion date.

AM—600 kc

WPDQ Jacksonville, Fla.—Modification of CP, which authorized change in frequency, installation of new directional



antenna for night use and new ground system, for extension of completion date.

AM—1230 kc

James Roland Brewer, tr/as Tell City Bcstg. Co., Tell City, Ind.—CP new standard broadcast station to be operated on 1230 kc, 250 w and unlimited hours of operation.

Modification of CP

WEPQ Milwaukee, Wis.—Modification of CP, which authorized a new standard broadcast station for approval of antenna and approval of transmitter and studio locations.

AM—1280 kc

Neenah-Menasha Bcstg. Co., Neenah, Wis.—CP new standard broadcast station to be operated on 1280 kc, 1 kw and daytime hours of operation.

AM—1490 kc

KMHK Mitchell, S. D.—Modification of CP, which authorized a new standard broadcast station, for approval of antenna, to change type of transmitter and approval of transmitter and studio location.

AM—600 kc

KSJB Jamestown, N. D.—License to cover CP, as modified, which authorized increase in power, installation of new transmitter and directional antenna and change transmitter and studio locations; authority to determine operating power by direct measurement of antenna power.

AM—1400 kc

Raymond M. Beckner and Melvin B. Williams, a partnership d/b as Royal Gorge Bcstrs., Canon City, Col.—CP new standard broadcast station to be operated on 1400 kc, 250 w and unlimited hours of operation.

AM—1340 kc

KREM Spokane, Wash.—Modification of CP, which authorized a new standard broadcast station, for approval of antenna, to change type of transmitter and approval of transmitter and studio locations.

AM—1240 kc

KBKU Eureka, Calif.—Modification of CP, which authorized a new standard broadcast station, for approval of antenna, to change type of transmitter and for approval of transmitter and studio locations.

AM—1340 kc

KSIL Silver City, N. M.—License to cover CP, as modified, which authorized a new standard broadcast station; authority to determine operating power by direct measurement of antenna power.

AM—1400 kc

KSTR Great Falls, Mont.—Modification of CP, which authorized a new standard broadcast station, for approval of antenna, to change type of transmitter, approval of transmitter and studio locations.

Applications Tendered for Filing:

AM—1230 kc

Richard Field Lewis, Jr. and Winslow T. Porter, a partnership d/b as Berkshire Bcstg. Co., North Adams, Mass.—CP for a new standard broadcast station to be operated on 1230 kc, 250 w and unlimited hours of operation.

AM—910 kc

WKNB New Britain, Conn.—CP to change frequency from 840 to 910 kc, power from 1 kw to 5 kw, hours of operation from daytime to unlimited, install directional antenna for day and night, new transmitter and change transmitter location.

AM—1290 kc

Frequency Bcstg. System Inc., Shreveport, La.—CP new standard broadcast station to be operated on 1290 kc, 250 w and unlimited hours of operation.

AM—1230 kc

Louise C. Carlson, New Orleans, La.—CP new standard broadcast station to be operated on 1230 kc, 250 w and unlimited hours of operation.

AM—900 kc

Northwestern Theological Seminary and Bible Training School, Minneapolis, Minn.—CP new standard broadcast station to be operated on 900 kc, 1 kw and daytime hours of operation.

AM—1490 kc

Bermac Radio Inc., La Crosse, Wis.—CP new standard broadcast station to be operated on 1490 kc, 250 w and unlimited hours of operation.

SEPTEMBER 25

AM—1400 kc

WNOC Norwich, Conn.—License to cover CP, as modified, which authorized a new standard broadcast station; authority to determine operating power by direct measurement of antenna power.

AM—900 kc

Richard H. Balch, Utica, N. Y.—CP new standard broadcast station to be operated on 900 kc, 250 w and daytime hours of operation.

AM—910 kc

Miami Bcstg. Co., Miami, Okla.—CP new standard broadcast station to be operated on 910 kc, 1 kw, directional antenna for night and unlimited hours of operation.—AMENDED: to change directional antenna from night use only to day and night.

AM—1450 kc

Marshall Bcstg. Co., Marshall, Tex.—CP new standard broadcast station to be operated on 1450 kc, 250 w and unlimited hours of operation.—AMENDED: re officers, directors and stockholders.

AM—1340 kc

Walter A. Graham, Tifton, Ga.—CP new standard broadcast station to be operated on 1340 kc, 250 w and unlimited hours of operation.—AMENDED: to change name of applicant from Walter A. Graham to Tifton Bcstg. Corp.

AM—870 kc

Fred H. Whitley, Kannapolis, N. C.—CP new standard broadcast station to be operated on 870 kc, 1 kw and daytime hours of operation.

AM—810 kc

Kinston Bcstg. Co., Kinston, N. C.—CP new standard broadcast station to be operated on 810 kc, 1 kw and daytime hours of operation.

AM—850 kc

George Johnston & George Johnston, Jr., d/b as Johnston Bcstg. Co., Birmingham, Ala.—CP new standard broadcast station to be operated on 850 kc, 1 kw night and 5 kw day, directional antenna night and unlimited hours of operation.—AMENDED: to make changes in directional antenna pattern.

AM—850 kc

WRUF Gainesville, Fla.—Extension of special service authorization to operate unlimited time, with power of 100 w after sunset at Denver, Col. for the period beginning 3 a.m., EST, Nov. 1, 1946 and ending 3 a.m., EST. Nov. 1, 1949.

AM—1400 kc

Coastal Bcstg. Co., Lakeland, Fla.—CP new standard broadcast station to be operated on 1400 kc, 250 w and unlimited hours of operation.

AM—700 kc

Middle West Bcstg. Co. Inc., St. Paul, Minn.—CP new standard broadcast station to be operated on 580 kc, 1 kw night, 5 kw day, directional antenna and unlimited hours of operation.—AMENDED: to change frequency from 580 to 700 kc, power from 1 kw night, 5 kw day to 1 kw, hours of operation from unlimited to daytime, change type transmitter, transmitter location, and directional antenna to vertical antenna.

AM—1280 kc

Eugene Bcstrs. Inc., Eugene, Ore.—CP new standard broadcast station to be operated on 1280 kc, 1 kw, directional antenna and unlimited hours of operation.—AMENDED re changes in directional antenna pattern.

AM—960 kc

Maricopa Bcstrs. Inc., Phoenix, Ariz.—CP new standard broadcast station to be operated on 960 kc, 5 kw, directional antenna night and unlimited hours of operation.—AMENDED re officers, directors and stockholders.

AM—1220 kc

Abraham Kofman and Sara F. Kofman, Co-Partnership, d/b as Times-Star Publishing Co., Alameda, Calif.—CP new standard broadcast station to be operated on 1210 kc, 1 kw and daytime hours of operation.—AMENDED: to make changes in frequency from 1210 to 1220 kc, make changes in antenna and ground system.

WDRC

HARTFORD 4 CONNECTICUT

WDRC—FM

Almost Sold Out!

The Shoppers Special, WDRC's big morning show, accommodates many advertisers Monday through Saturday, 7 to 9 a.m. But there are only two 1-minute availabilities left, Tuesday, Thursday and Saturday. Contact Wm. Malo, WDRC, Hartford 4 Conn., or Paul H. Raymer Co.

CBS

Pacific Coast Metropolitan Districts

(BMB — RADIO OWNERSHIP — 1946)

1. Los Angeles			
2. San Francisco			
3. Seattle			
4. Portland			
5. San Diego			
6. Tacoma			
7. San Jose	64,390 Families	62,100 Radio Families	
8. Fresno			
9. Sacramento			
10. Spokane			
11. Stockton			

The San Jose Market Is Still Growing . . . Fast!!

Reach it Exclusively

with

"The Voice of San Jose"

KSJO KSJO-FM

1000 Watts — Top O' The Dial

W. S. Grant Company—National Representative

PROGRAM SERVICES AVAILABLE
World
Standard
Radio Research
United Press Bureau

EQUIPMENT
Half Wave Antenna
W. E. A. M.
G. E. F. M.
G. E. Console
W. E. Speech

KANSAS CITY IS A KOZY MARKET

PORTER BLDG.
KANSAS CITY, MO.

EVERETT L. DILLARD
General Manager

ELIZABETH WHITEHEAD
Station Director

Pioneer FM Station in the Kansas City Area

Ask for Rate Card 3

ON THE AIR...

in the air...

A High-Flying Program That Central New York Looked at . . . . . and Listened, Too!

Audience-getting showmanship has always been part of WFBL's radio service to Syracuse and Central New York.

When "Dairyleisure Time", a live, local program, went on the air for the 2,000th time, WFBL sent its key performers up in the air. While the transport flew over a greater portion of WFBL's primary area, and listeners actually could see it, they heard Jim De Line, M.C., and Dick Workman, featured vocalist, sing from the plane while the accompanying orchestra played in the studio.

WFBL's switchboard was swamped with calls . . . and these were multiplied by mail comments.

This was another "first" for Syracuse's first radio station, which has pioneered in using and demonstrating the many advances in radio techniques.

It's this kind of showmanship that keeps Central New Yorkers listening to WFBL . . . and listeners make sales.

For case histories, write or wire any Free & Peters office, or

CBS

WFBL
Syracuse, N.Y.

FCC Controversy

(*Continued from page 15*)

cast station in Detroit." AM-FM duplication, it was pointed out, is a general practice in radio.

In dissenting from approval of the King-Trendle transfer, Commissioners Durr and Walker cited their views regarding "excessive prices" as outlined in their minority opinion in the Crosley-Avco case.

(In that case, FCC proposed to ask Congress for authority to control sales prices, and Acting Chairman Denny later reiterated that the request would be made if the Avco Rule on station transfers was adopted. The rule was adopted a few days before Congress adjourned.)

Their dissent, Messrs. Durr and Walker declared, "relates specifically to the price being paid" and "the resulting impairment in public service which we feel will result." They called attention to the $2,155,000 "good will" figure in the $2,800,000 assigned as the purchase price of WXYZ. (The majority said "good will" value was about $2,000,000.)

ABC Desire

The majority said they felt that ABC's application for the station was based upon a "desire to obtain a radio station which will on a long-term basis strengthen its economic position and its competitive position with other networks," and that "such acquisition by the transferee will strengthen its financial position. . . ."

The minority contended that the $2,800,000 price of WXYZ is the "highest *known* price" (emphasis theirs), "although some of the past transfers have involved clear channel stations, operating with 50-kw power, as well as numerous regional stations with comparable or greater coverage than Station WXYZ." Both WXYZ and WOOD, it was pointed out, are regionals operating with 5 kw.

Average net income of the two stations, officials testified at the hearing, was about 73% for WXYZ to 27% for WOOD in the two years ended last Dec. 31. Tangible net worth was estimated at approximately $620,000 for WXYZ and $75,000 for WOOD. Average earnings were capitalized about six times in determining the purchase price.

The network's projected stock issue, which would reduce Board Chairman Edward J. Noble's holdings from about 71 to 36% but leave him still the dominant stockholder, was approved without dissent. "The refinancing plan," FCC found, "will improve the company's financial position and will enable it to render a better broadcast service."

The King-Trendle transfer is from George W. Trendle and John H. King (40% each) and H. Allen Campbell and Howard O. Pierce (10% each). The company on March 30 this year had total assets of $1,508,180, counting good will as $305,000, and, as corrected by outside public accountants, a net worth of $770,000 exclusive of good will. Net income of WXYZ in 1945 was $341,139 before federal taxes and $97,581 after taxes; for WOOD, $132,251 and $37,789.

GUNNISON IS KILLED IN HONGKONG CRASH

ROYAL ARCH GUNNISON, wartime MBS correspondent in the Philippines, last week was killed in the crash of a Royal Air Force plane at Hong Kong, the British Air Ministry advised MBS. Mr. Gunnison was 37.

Mr. Gunnison, who covered General Douglas MacArthur's headquarters for the network during the Philippines operations, was on a trip through the Far East for The North American Newspaper Alliance at the time of his death. He had also made a few broadcasts recently for Mutual from several points in Asia and the Southwest Pacific.

The correspondent and his wife, Marjorie, were trapped in Manila when the Japanese invaded the Philippines in 1941. They were repatriated after spending 22 months in internment. The couple collaborated on a book, *So Sorry, No Peace*, after their return to the U. S. Mr. Gunnison then returned to the Pacific to cover the war for MBS and NANA.

UN Radio Official

NEW CHIEF radio officer of the United Nations Dept. of Public Information is Carlos Garcia-Palacios, formerly CBS assistant in charge of public relations for Latin America. He will administer liaison and programming of the radio division. He once served with the League of Nations and is a native of Chile.

CLEVELAND'S *Chief* STATION

DELIVERS THE WAMPUM

WJW advertisers profit with the station that has a strong hold on Northern Ohio's daytime billionarea.

WJW delivers the wampum with programs specially planned for local audiences, gives you more daytime dialers in the Cleveland area than any other regional station.

BASIC ABC Network CLEVELAND, O.

WJW

850 KC 5000 Watts DAY AND NIGHT

REPRESENTED NATIONALLY BY HEADLEY-REED COMPANY

PHILADELPHIA'S No.1 *Sports Station*

BIG LEAGUE BASEBALL
COLLEGE & PRO FOOTBALL
HIGH SCHOOL BASKETBALL
BIG TIME BOXING

10,000 Watts WIBG

REPRESENTED: Nationally by Adam J. Young, Inc. In New York by Joseph Lang, 31 W. 47th Street

Kobak Says Mutual Affiliates Will Reach 425 Station Total

MUTUAL's zealous aggrandizement of local outlets will result in a network of 425 stations, Edgar Kobak, MBS president, announced last week at a press luncheon in New York.

The Mutual president said that the network would embrace 400 affiliates by early next year and that its probable eventual size would involve 425 stations.

"It won't be long," he said, "before we'll be able to show a technical map of our coverage that will make people sit up and take notice."

Expanding as Planned

The network's expansion campaign, he said, was proceeding according to careful plan. Economics permitting, "we think it's as important to reach a sheepherder in New Mexico as a family in Brooklyn," he said.

Within the past 15 months, he reported, Mutual had added a total of 1,250,000 radio homes to its coverage. The expansion of facilities, he said, had brought about an impressive increase in the number of programs that were being sponsored on the full net. Two years ago a single account was broadcast to all Mutual stations. Now 60% of Mutual's business volume is carried on the full net.

MBS coincidentally announced the addition of six more affiliates, bringing the network's total number of stations to 355.

WWCO Waterbury, Conn., operating with 250 w on 1240 kc joins MBS on Oct. 1. The station is owned by Mitchell G., and Milton H. Meyers, and Ruben A. Aronheim.

Effective Nov. 1, KGFL Roswell, N. Mex., operating with 250 w on 1400 kc, and owned by W. E. Whitmore joins MBS and on the same date KWEW Hobbs, N. Mex., joins MBS operating with 100 w on 1490 kc, and also owned by Mr. Whitmore.

WLAR Athens, Tenn., owned by the Athens Post-Athenian and operating with 250 w on 1450 kc affiliates Nov. 15 and, effective Nov. 26, KHOZ Harrison, Ark., operating with 250 w on 1240 kc and owned by Dene O. Hester, Roy Millum and Robert S. Wheeler becomes an MBS affiliate.

WHKP Hendersonville, N. C., operating with 250 w on 1450 kc and owned by the Redege Broadcasting Co., joins MBS on Oct. 15.

In NAB Fold

IT IS likely that WGN Chicago will decide to join the National Assn. of Broadcasters, Edgar Kobak, president of Mutual, predicted last week. "We have a hunch they'll join reasonably soon," he said.

KAVE to CBS

CBS Sept. 29 added another affiliate, bringing the network's total number of stations to 160. KAVE Carlsbad, N. M., operating with 250 w on 1240 kc, owned by the Carlsbad Broadcasting Corp. and managed by Norman R. Loose, joined the network as a bonus station to KROD El Paso, Tex.

Trimount Names

TRIMOUNT CLOTHING Co., Boston (Clipper Craft clothes for men), has appointed William H. Weintraub & Co., New York, to handle advertising. Firm will sponsor on MBS a quarter-hour show featuring Lewis E. Lawes, former warden of Sing Sing Prison, in episodes based on actual case histories from the warden's files, starting Oct. 20, Sun. 1-1:15 p. m. Show has not been named. Clipper Craft clothes was handled by Emil Mogul Co. when it sponsored Tommy Harmon last year.

Upcoming

Sept. 30-Oct. 2: 37th Annual Meeting of National Advertisers, Hotel Traymore, Atlantic City, N. J.

Sept. 30-Oct. 6: Inter-American Broadcasting Conference, Mexico City.

Oct. 6-9: Advertising Specialty National Assn., Palmer House, Chicago.

Oct. 7-10: Financial Advertisers Assn. National Convention, Fairmont Hotel, San Francisco.

Oct. 10-11: Television Broadcasters Assn. second video conference, Waldorf-Astoria, New York.

Oct. 21-23: School Broadcast Conference, Hotel Continental, Chicago.

Oct. 21-24: NAB Convention, Palmer House and Stevens Hotel, Chicago.

Oct. 28-30: Stephens College Radio Conference, Columbia, Mo.

Oct. 31-Nov. 1: RMA Labor Seminar, Bismarck Hotel, Chicago.

Nov. 15-16: Kentucky Broadcasters Assn., general membership meeting, Lafayette Hotel, Lexington, Ky. (postponed from Oct. 8-9).

Nov. 21-22: Georgia Assn. of Broadcasters Radio Institute, U. of Georgia, Athens.

Nov. 24-30: National Radio Week.

"That ad over WFDF Flint sure made it hot for us."

Announcing

THE APPOINTMENT OF

The William G. Rambeau Co.

as

NATIONAL SALES REPRESENTATIVES

for Radio Stations

WHBC MUTUAL CANTON, OHIO

WPAY C B S PORTSMOUTH, OHIO

Effective October 1, 1946

In Eastern North Carolina your product is sold when you use . . .

WRRF

Washington, North Carolina

930 KC • 1000 Watts

Soon 5000 Watts

Local advertisers know when they get results from their advertising dollar. In the rich agricultural belt of Eastern North Carolina, WRRF is the favorite of local advertisers, because they know it sells their market . . . a market with an annual income from tobacco alone of over $175,000,000.00.

One merchant used WRRF exclusively to advertise his services. He is now happily building a new, enlarged plant to take care of his increased business. A food product concentrated its advertising budget for the area on WRRF and increased its sales volume 400 per cent throughout this territory of 600,000 potential buyers.

By concentrating your sales effort on WRRF, you too can cash in on this "as good as gold" market . . . if you want to sell Eastern North Carolina, write us for details.

ABC NETWORK

TAR HEEL
BROADCASTING SYSTEM
Washington, North Carolina
National Radio Representatives
FORJOE & CO.
New York . Chicago . Los Angeles

NATIONAL ADVERTISERS WERE POLLED

Every sixth manufacturing executive on the SALES MANAGEMENT subscription list was recently asked this question:

DOES THE SALES DEPARTMENT TAKE AN ACTIVE PART IN DETERMINING THE LIST OF MEDIA TO BE USED IN YOUR ADVERTISING (original selections, additions, rejections.)?

41 per cent of these national advertisers gave a written answer and here's how their replies were divided:

84.3% said, "Yes"
15.7% said, "No"

You may want to know *which* executives in the sales department are most important in media selection. The responses to the other parts of this revealing survey will give you the full story.

A total of five questions about advertising plans were asked, and you can obtain a complete tabulation of the answers by writing to our New York office and asking for the "Survey of Company Executives."

And remember—your *one sure path* to the sales manager's desk is a consistent advertising campaign in SALES MANAGEMENT . . . the *only* publication specifically edited for the sales executives of national advertisers and the magazine with more sales officials among its subscribers than *all* other publications in the sales-advertising field *combined*.

•

Sales MANAGEMENT

386 FOURTH AVE. NEW YORK 16, N. Y.
CHICAGO SANTA BARBARA

Crosley KSTP

(*Continued from page 15*)

Trust Company of St. Paul, trustees for the Shields and Brown estates, to permit KSTP to enter into television and FM, regarded as "speculative ventures." As a consequence, conversations have been in progress for several months looking toward sale of this stock. The late Messrs. Shields and Brown had been president and secretary, respectively, of the National Battery Co. and had financed Mr. Hubbard in the establishment of KSTP in 1925.

Mr. Hubbard held an option to purchase the Shields stock for the best bona fide outside offer.

A number of important entities in radio, it is understood, had entered preliminary negotiations for the Shields-Brown interests. A bid of approximately $1,100,000, it is understood, had been made by the Ridder interests, which publish the St. Paul *Pioneer Press* and other newspapers and which hold 50% interest in WTCN, Twin Cities station.

Fly Special Counsel

Mr. Hubbard completed the loan transaction on Sept. 21 with R. S. Pruitt, secretary and general counsel of both Aviation Corp. and Crosley, in St. Paul. Previously conversations with respect to the projected loan had been entered into in New York by James Lawrence Fly, former FCC chairman, as special counsel for Mr. Hubbard, and H. Preston Coursen, attorney for Avco-Crosley. Paul D. P. Spearman, Washington attorney and regular counsel for Mr. Hubbard, is filing transfer papers with the FCC.

Victor Emanuel, prominent New York industrialist and financier, is chairman of the board of Avco. He acquired Crosley Corp. (broadcasting as well as manufacturing) last year for approximately $22,000,000 and took over WINS New York from Hearst Radio Inc. last July for $1,700,000 plus a credit of $400,000 on transmitting equipment in fulfillment of a contract entered into by Crosley prior to Avco's acquisition of that company.

Upon completion of the $850,000 Avco loan at 4% interest, Mr. Hubbard promptly entered into negotiations with the First Trust Co. on purchase of the Shields and Brown stock. He told BROADCASTING last Wednesday that he had completed the purchase and that there would be no change in policy, direction, personnel or overall operations of KSTP. Mr. Hubbard has been president and general manager of the station since 1925 and is responsible for its development into one of the premier stations of the Midwest.

Gross $1,200,000

KSTP roughly grosses about $1,200,000 annually. Its net operating revenue before taxes is in the neighborhood of $250,000. The company has approximately $325,000 in cash reserve.

Mr. Hubbard, it is understood, paid $550,000 for the Shields 50% block and $275,000 for the Brown block. This left an evaluation of $275,000 for Mr. Hubbard's 25% interest.

If and when Avco-Crosley exercises its option, the stipend of approximately $1,200,000 would be for acquistion of 75% of the stock and would give the company working capital with which to develop television and FM.

The only announcement forthcoming from Avco-Crosley was a statement Tuesday that Crosley officials had confirmed negotiations "for the purchase" of KSTP subject to approval of the FCC.

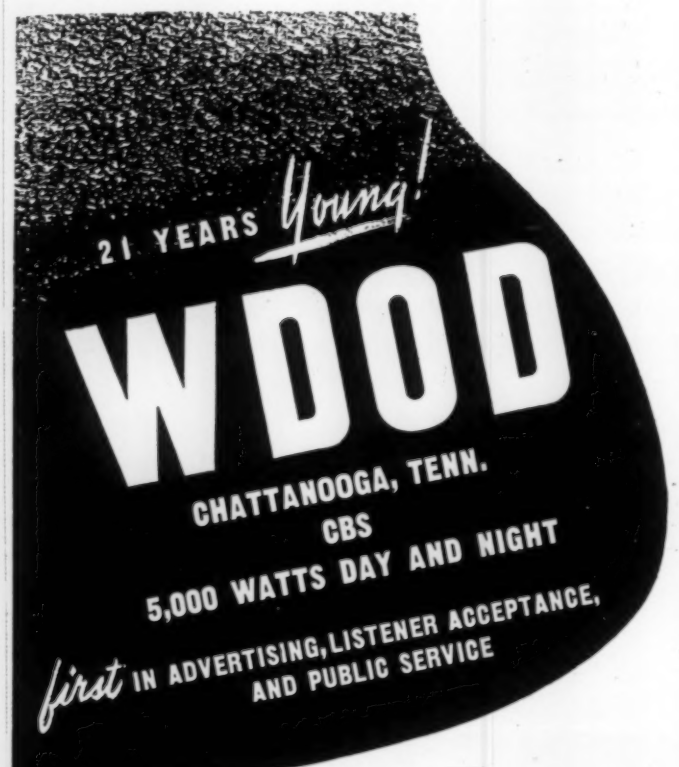
No Pick-ups

TWICE on the same program cross-country pick-ups failed to come through—a rarity in domestic broadcasting. During the CBS *We the People* Sept. 26, first a scheduled pick-up from Chicago failed, then Hollywood didn't come through. Unofficial explanation: An AT&T technician slipped. Gulf Oil Co. sponsors the show. Young & Rubicam is the agency.

Dan Thompson Elected Chicago Publicity Head

DAN THOMPSON, radio director of the National Safety Council, Chicago, was elected president of the Chicago Publicity Club, succeeding Robert E. Borden, Commonwealth Edison Co., at annual election Monday, Sept. 23.

Other officers elected by the board of directors include Bruce Dennis, WGN public relations director, treasurer; Fred G. Heuchlong, Chicago Park District, first vice president; Julian J. Jackson, Arnold & Jackson, second vice president; Ralph Johnson, Western Electric Co., third vice president, and Mary Rose Noel, American Airlines, Inc., secretary.



NATIONAL REPRESENTATIVES • PAUL H. RAYMER CO.

KOIN

It takes an informed community to do a community job.

PORTLAND, OREGON
CBS Affiliate
LEWIS H. AVERY, Inc., Nat'l. Rep.

PAC Book Charts Plan for Air Time

Locals Are Briefed On 'Protesting' Refusals

THE CIO Political Action Committee's campaign to buy or beg radio time to put across CIO-supported candidates in the forthcoming election and to perpetuate the OPA was given added impetus last week when the PAC issued its *Radio Handbook of 1946*—a sequel to the original *Handbook* of 1944.

Meanwhile investigators for two committees of Congress were studying the PAC announcements, instructions and *Handbook*. Robert B. Barker, chief investigator and assistant general counsel of the House Special Committee to Investigate Campaign Expenditures, said he would file a report with Chairman J. Percy Priest (D-Tenn.) after completing his investigation.

Investigators for the House Committee on Un-American Activities likewise were studying the transcriptions and *Handbook*, which, one member of the staff said, "closely follows the Communist Party line."

Vigorous public protests against stations refusing to carry the CIO propaganda and formal protests to the FCC are urged in the new *Handbook*, which was published under a forward signed by Jack Kroll, director, CIO Political Action Committee.

Augmenting its own campaign for free time the CIO tells its locals to "make a list of all commentators and newscasters on your radio" and to send to all of them "items of importance from your point-of-view."

Emphasis is placed on spot announcements, scheduled preferably before popular network programs or during participation shows.

"If You Get in Trouble" is the caption over instructions of what to do should a station refuse to give free time "or even sell you time for your campaign."

"Do not let them bamboozle you," says PAC. When a station manager refuses to give the CIO free time or to sell time "here is what you do:

"1. You ask the station manager to give you his refusal and his reason for refusing in writing.

"2. Copy that letter and attach it to your explanation why you think his refusal is unfair.

"3. Send copies of his and your letter to: Charles Denny, Acting Chairman, FCC, Washington, D. C.

"4. Send copies to the CIO Political Action Committee for our attention and action. (NOTE: Alan Reitman, PAC publicity director, told BROADCASTING early this month that the PAC would not protest refusal to carry CIO programs, but "might object" if copy were "censored" [BROADCASTING, Sept. 9]).

"5. Let the station manager know how widely you are distributing your protest of his unfair treatment. Let your local newspaper know about it.

"6. If there are other radio stations in your community, approach them for time while your protest is publicized."

FM Ideas

There's a section on FM and why labor unions should operate FM stations. FM can provide "ten thousand stations or more without interference and without static," says the CIO and "that should mean: that labor unions, fraternal organizations, veterans' groups, progressive groups of every kind, should be able to own FM stations and have their own outlets. . . ."

In his forward Mr. Kroll declared it to be "our responsibility to make certain that the people's rights on the air should be maintained and the best use of the radio for the welfare of the people should be promoted."

In a letter dated Sept. 24 to all CIO locals, Mr. Reitman gave instructions for handling the PAC's transcribed announcements. In addition to a series calling on listeners to register and another to vote, the PAC has prepared open-end transcriptions on "public issues" such as OPA, housing, socialized medicine, etc. and space for the local CIO to urge support for certain candidates who go down the line for the PAC issues or for plugs opposing candidates who failed to vote for "strong price controls" or the "health of the people."

Mr. Reitman told the CIO locals: "Get your time and use these spot announcements. If the radio station tries to censor them, tell the manager this is a paid political broadcast and must be treated as such. Remember, too, that repetition is the key to success in spot announcements. Try and purchase as many as you can."

He urged that the CIO "get time in the morning or in the evening" and to "place your spots in between popular programs which have a large audience, or on local women's, sports or popular music programs."

GREENVILLE, S. C.
... A SHORT RIDE
TO BUY

for 123,000 PEOPLE

Greenville is the buying spot for over 123,000 people living within 10 miles of downtown Greenville... trading center for a 50-mile area of 711,711 people . . . heart of Greenville County, the state's leader in 1945 Retail Sales ($73,645,000*).

WFBC
GREENVILLE, S. C.
NBC 5,000 Watts
LEWIS H. AVERY, Inc.
Most Powerful Station In Western Carolinas
NBC STATION FOR THE GREENVILLE-SPARTANBURG ANDERSON MARKET
*Sales Management Estimates—1945

GREENVILLE
IS A 100,000+ MARKET
1ST IN SOUTH CAROLINA

KPAC
MBS
BMB

✓+ ✓✓!
NBC on 590
WOW
OMAHA Plus
WRITE, WIRE OR PHONE
JOHNNY GILLIN
OR JOHN BLAIR

KFMB
Sells
SAN DIEGO

Going Up! 1946
U. S. Census shows
San Diego metropolitan
district with post-war ci-
vilian population of 465,720.
San Diego city population jumps
78% over 1940! This lu-
crative market is yours
"from the inside"
with KFMB.

KFMB
BASIC AMERICAN NETWORK
(Pacific Coast)
SAN DIEGO, CALIF.

Owned and Managed by JACK GROSS
Represented by the BRANHAM CO.

Hon. E. A. Trizil
McJunkin Advertising Co.
Chicago, Illinois

Dear Ed:

Did'ja ever eat a synthetic steak? No, we don't have them down here yet, but I've been thinking about all the miracles these chemists down here uncovered during the War and figured that maybe one of 'em might come up with a test tube T-bone steak. As it is now, they make nylon hose and ten thousand other items right out of coal and natural gas. 'Course with payrolls in Southern West Virginia totalling $400,000,000 last year and this being the chemical center of the world, you can understand that we hill billys must be making something, even if it's not a juicy steak.

Yrs.

Algy

WCHS
Charleston, W. Va.

Durr

(*Continued from page 17*)

factor favoring the grant of the Lake Charles application."

They found that Mr. Gibson, a contractor in general drilling and water supply work, is "legally, technically and financially qualified"; has lived in Lake Charles for 17 years and in Louisiana all his life, and has had "wide experience in the affairs of Southwest Louisiana."

It is FCC policy, they said, "to welcome newcomers to the field of radio and particularly those concerning whom there can be little doubt regarding their knowledge of the community because of long residence and active participation in the affairs of their society." They said they were "relying upon Mr. Gibson's commitments that he will completely familiarize himself with the responsibility of a licensee of a radio broadcast station."

Challenges Basis

Commissioner Durr challenged the dependence placed by the majority in the equitable-distribution section of the Act. The choice, he contended, is not only between communities but between applicants, "one of whom has clearly demonstrated his qualifications, and the other of whom, on the record before us, has failed to demonstrate his qualifications or even his understanding of the problems and responsibilities of a broadcast licensee."

Mr. Gibson is a two-thirds partner in Layne-Louisiana Co., a general drilling and water supply contracting company and sales firm for water supply machinery and diesel and gasoline engines, which in 1945 grossed $500,000 worth of business. His daughter, Jane G. Barham, is a one-third partner in the company, one of 10 controlling Layne-Bowler Co., a manufacturing firm at Memphis. Mr. Gibson also has large agricultural holdings.

R&R Hollywood Change Puts Ballin in Charge

RUTHRAUFF & RYAN in a realignment of responsibility placed Robert Ballin, vice president, in charge of Hollywood radio operations of Ruthrauff & Ryan Inc. Under new setup, in addition to his regular duties he takes over those of Nate Tufts, vice president and former head of agency's Hollywood radio division. Despite shift of American Tobacco Co. account to Foote, Cone & Belding under the arrangement, Mr. Ballin will also continue as producer of NBC *Jack Benny Show*.

Sam Pierce has been made West Coast Supervisor of radio production for Ruthrauff & Ryan Inc. with Glenn (Doc) Middleton assigned to CBS *Surprise Party*. Mr. Tufts has been offered an account executive assignment in New York, but he is expected to resign from agency.

1889 Paul S. Huber 1946

PAUL S. HUBER, 57, president of Norfolk Newspapers Inc. and chairman of the board of WTAR, died Wednesday morning. He had been in ill health for some time, his condition becoming serious three weeks ago.

Mr. Huber became president of WTAR over a decade ago when the station was acquired by Norfolk Newspapers Inc., a consolidation of the *Ledger-Dispatch* and *Virginian Pilot*. Last January he became chairman of the WTAR board and Campbell Arnoux, for 10 years general manager, was elevated to the presidency.

Mr. Huber was active in local and State affairs. He was a member of the board of Richmond Newspapers Inc., an officer and director of Petersburg Newspaper Corp., Petersburg, Va., and director of Seaboard Citizens National Bank and many other corporations. He was a member of the Second Presbyterian Church, Norfolk, and for many years served on the Board of Deacons.

He was born in Chambersburg, Pa., but spent nearly all of his business life in Norfolk. In 1907 he joined the staff of the *Ledger-Dispatch*, rising to secretary to the publisher, secretary-treasurer, and business manager. With Frederick Lewis he acquired control of the paper in 1929, acting as president and general manager until the 1933 consolidation with the *Virginian Pilot*.

Mr. HUBER

Surviving are his wife, Elizabeth L. Huber; a son, Paul Huber Jr., and a daughter, Rebecca Huber.

New Call Letters

NEW CALL LETTERS which have been assigned to recently-authorized stations include: WFUN Huntsville, Ala. (Huntsville Bcstg. Co.); WJOR Bangor, Me. (Bangor Bcstg. Service); WTHI Terre Haute, Ind. (Wabash Valley Bcstg. Corp.); KLIZ Brainerd, Minn. (Brainerd Bcstg. Co); KXLW Clayton, Mo. (St. Louis County Bcstg. Co.); WNEB Worcester, Mass. (New England Bcstg. Co.); WHAN Charleston, S. C. (Charleston Bcstg. Co.); WIRL Peoria, Ill. (Illinois Valley Bcstg. Co.); WRNY Rochester, N. Y. (Monroe Bcstg. Co.); WATZ Alpena, Mich. (Midwestern Bcstg. Co.); WTBF Troy, Ala. (Troy Bcstg. Corp.); WSBR Superior, Wis. (WFCB Inc.).

Moves to Houston

NINTH DISTRICT field headquarters of FCC Sept. 23 moved from Galveston to Houston, Tex. L. I. McCabe will head the new office located in Room 216, U. S. Appraisers Bldg., 7300 Wingate St., Houston 11.

WJOR on 1230 kc

WJOR Bangor, Me., a new addition to the Mutual network, operates on 1230 kc. BROADCASTING, Sept. 16, incorrectly listed the station's frequency as 1340 kc.

5000 WATTS

WORLD'S WIDER MEMORABLE MARKET BATTLE BETTER GROUNDS GUARANTEE

NBC IN RICHMOND, VA.

AM Station Licenses Pass 1,000 Mark

Denny Says Expansion Of Radio Follows FCC Policy

THE 1,000 mark in AM station licenses in the U. S. was reached and passed last week, while in all types of broadcasting 2,052 stations were operating or had been authorized and 1,218 new-station applications were pending.

Besides the licensed AM stations, now numbering 1,005, there are 330 AM construction permits outstanding and 827 applications for new standard facilities before the FCC.

The Commission announced that the 1,000th AM license went to Indian River Broadcasting Co. for its WIRA Fort Pierce, Fla., a 250-w fulltime outlet on 1400 kc. The station, headed by Douglas Silver, freelance writer and radio producer, was authorized last January and started program tests May 15.

"It is significant," a Commission press release declared, "that the licensee which brings the number of these regular program outlets into the four-figure category will serve a locality where there was no previous standard broadcast station."

FCC Policy

"The rapidly increasing number of radio stations as indicated by the issuance of this 1,000th license is in line with the Commission's policy of encouraging the spread of radio service over the country as widely as possible and also encouraging diversification of ownership for the promotion of freedom of speech," FCC Acting Chairman Charles R. Denny asserted.

"The stations have great opportunities to provide the means for local expression and to stimulate local participation in the solution of the difficult community, national and international problems in this transition era," he said. "Every additional radio station provides the American people with a new instrument for vitalizing our democracy and for access to wholesome entertainment and education."

Expansion of the broadcasting field in the last 10 years was sketched by FCC in noting that 10 years ago there were 632 stations all AM, while now there are 1,005 standard stations licensed; 65 FM outlets offering regular programs; 48 FM stations holding regular licenses; 531 FM applicants with conditional grants or construction permits; six licensed television stations and 30 with preliminary grants. There are 328 pending applications for FM and 43 for video.

Noncommercial

In noncommercial educational broadcasting there are six licensed stations, 20 outstanding construction permits, and 20 pending applications. There are 36 international broadcast stations, while 40 stations have been licensed or hold construction permits to engage in developmental and experimental work with a view to improving broadcast equipment and techniques.

Issuance of the licenses passing the 1,000 mark was authorized Sept. 18-19 and announced last Wednesday. Besides WIRA they went to KLIZ Brainerd, Minn. (1400 kc, 250 w); KHON Honolulu (1400 kc, 250 w); WINR Binghamton, N. Y. (1490 kc, 250 w); WCMV Canton, Ohio (1060 kc, 1 kw daytime); WLAN Lancaster, Pa. (1320 kc 1 kw, daytime).

FCC Need for More Funds Seen As Hearing on Budget Is Held

A BID for increased funds for the next fiscal year to permit staff expansion and speedier handling of its record workload presumably was made by FCC last Thursday to the Bureau of the Budget.

Although the hearing was private and the law prohibits disclosure of the budget requests, it has been estimated that the Commission would need—and ask for—at least a $7,000,000 appropriation for the 12 months starting next July 1 [BROADCASTING, Sept. 9].

The Commission this year is on a budget of $5,560,000—and announced Monday that for lack of funds it was suspending its special investigation into Western Union Telegraph Co.

Headed by Acting Chairman Charles R Denny Jr., the FCC delegation at the all-day hearing at the Budget Bureau included all Commissioners except Clifford J. Durr, who was en route to Moscow for the five-power Telecommunications Conference. Top Commission staff men also were in the group.

An indication of the extent of the backlog of applications before the Commission was given in a news release the day before the hearing conducted. (See story above.)

Industry circles concede the Commission must have more personnel if it hopes to catch up on pending and still-coming applications. There is need also for more space, even with the staff at its present size, it was pointed out.

Afer studying FCC's estimates, the Budget Bureau will make its recommendations to President Truman late this year. Subject to revision by the President, the requests will then be transmitted to Congress in the Presidential budget message in January.

The FCC group at the hearing was to include Chairman Denny; Comrs. Rosel H. Hyde, E. K. Jett, Paul A. Walker and Ray C. Wakefield; General Counsel Benedict P. Cottone; Chief Engineer George P. Adair; Personnel Director Gilbert H. Hatfield; Director William B. Robertson of the budget and planning division; Charles S. Hyneman, assistant to the chairman; Chief Accountant William J. Norfleet; James A. Barr, chief of AM division, engineering department; Vernon L. Wilkinson, assistant general counsel in charge of broadcast division; William N Krebs, assistant chief engineer, safety and special services branch; Lester W. Spillane, assistant general counsel in charge of safety and special services division; Harold J. Cohen, assistant general counsel in charge of common carrier division; Ralph Jones, chief of a section, common carrier division, engineering department; John Russ, chief, international division, engineering department.

In dismissing its special investigation into Western Union services and operations, the Commission made plain it was temporary.

KFRE
FRESNO
Sells more Profitably
A ROOMAN RADIO STATION
KFRE·KRFM Fresno
REPRESENTED BY JOHN BLAIR & CO.

The Spartan Women and the Chambray

Jane Dalton, Women's Director, is on the air Monday through Saturday. The other morning she advertised some cotton goods that went on sale precisely at the end of her first broadcast at 10:00 a.m. At the end of her second broadcast at 10:30, Jane scurried off to buy some of the chambray she had just described. There wasn't enough left to make a doll's dress!

WSPA Spartanburg, South Carolina

5000 watts day, 1000 watts night, 950 Kc. Rep. by Hollingbery
CBS STATION FOR THE SPARTANBURG-GREENVILLE MARKET

WBZ
Boston's most powerful station
50,000 WATTS
WESTINGHOUSE RADIO STATIONS Inc

KFXJ
DOES HAVE AN EDITORIAL POLICY
For Twenty Years We Have Vigorously Defended RADIO'S RIGHT TO SERVE PUBLIC INTEREST
WESTERN SLOPE BROADCASTING CO.
GRAND JUNCTION, COLO.
REX HOWELL, PRESIDENT

your MUTUAL friend
TRY IT AND "SPOT" THE DIFFERENCE

WHBQ
W. H. BEECUE
Memphis ☆ E. A. Alburty, Gen. Mgr.
Represented by RAMBEAU

IT'S A FACT!
You can cover Ohio's Third Market at less cost. American Network affiliate.
Ask HEADLEY-REED

WFMJ
YOUNGSTOWN, OHIO

CKNW
has more listeners than any other 250 Watt Station in Canada
CKNW
NEW WESTMINSTER, B.C.

Need For World Air Network Is Again Urged by Sarnoff

A WORLDWIDE radio network of both international shortwave and domestic stations, to be operated by the United Nations in the interest of peace, was recommended last week by a round-table on mass communications at the first meeting in Washington of the National Commission on International Education, Scientific and Cultural Cooperation [BROADCASTING, Sept. 23].

The recommendations, based on a report by a subcommittee of consultants headed by Edward W. Barrett, executive editor of *Newsweek*, were made after Brig. Gen. David Sarnoff, RCA president and NBC board chairman, appealed to the round-table to support a worldwide broadcasting system in the interests of peace.

General Sarnoff, in Washington Wednesday to report to President Truman on his trip abroad, unexpectedly attended the NCIESCC round-table on mass communications.

"I personally think that radio—not excluding other media—is as great a potential force in world peace as atomic energy is a potential force in world war," said General Sarnoff, who served in the European Theatre during the war. He declared that if the United Nations are to accomplish peace they must "set their sights high."

"I think your recommendations must be bold," he said. "You must think of it in the future and not be afraid of the technical and financial problems." The success of international broadcasting depends on (1) freedom to listen and (2) facilities, he said.

Recommendations

The round-table's recommendations included these points: (1) That the Division of Mass Communications employ techniques which have been developed by commercial media; (2) that commercial media have a large part in furthering objectives of UNESCO; (3) that UNESCO utilize the radio, press and motion pictures as "instruments of education, culture and scientific advancement," adding "UNESCO is no less concerned with the protection of the peoples of the world against misuse of these media."

(4) Alluding to an implication that financial support by UNESCO might lead to "forms of government control going beyond the clear intent of the report," the round-table recommended that when financial assistance is extended it should be on terms of emergency aid; (5) that the subcommittee's report is "warmly endorsed;" (6) that the United Nations and UNESCO should establish and operate as soon as possible a worldwide radio network; (7) that pending establishment of such a network, UN and UNESCO should use all present radio facilities, including, if necesary, exploration of the possibility of purchasing one or more existing radio stations.

At a news conference Tuesday William B. Benton, Assistant Secretary of State in charge of Public Affairs, said he agreed with the subcommittee's report but felt that the committee "underrates the value of UNESCO broadcasting in contrast to other proposed activities." Mr. Benton pictured broadcasting as the "quickest means" of reaching the most people at minimum cost.

He referred to State Dept.'s operation of this country's 36 transmitters on 56 frequencies and said the "commercial broadcasters" want to continue the present set-up whereby the Government leases full time from the licensees. Asked about announced intentions of World Wide Broadcasting Foundation (WRUL WRUF Boston), of assuming program responsibility for 25% of the time, under an Act of Congress passed earlier this year, Mr. Benton said "it would be unsound to give preference to any one licensee."

KANA Moves Dwelling To Go Into Operation

BY MOVING a town dwelling to the new station site and remodelling it to provide modern station facilities, KANA Anaconda, Mont., was able to overcome building restrictions and go on the air Sept. 20. The station uses 250 w on 1230 kc. It is owned and operated by Mosby's Inc., owner of KGVO Missoula, Mont.

A. J. Mosby is president and Don Jones, manager. The construction permit was granted April 11. Raytheon equipment is used. A 180-foot Wincharger tower stands next to the largest smokestack in the world at the Anaconda Copper Co. smelter. KANA is represented by Weed and Co.

VIEWS on his two-month business trip in Europe were given at White House Wednesday by David Sarnoff, RCA president and NBC board chairman, at invitation of President Truman. He said his company has 95% of its operations in the U. S. and does not plan to acquire or build broadcast stations in Europe.

SIX MORE STATIONS RECEIVE RENEWALS

SIX NEW license renewals for standard stations were granted by the FCC Sept. 19 and announced last Wednesday. All had been on temporary license for short periods of time. KHMO Hannibal, Mo., granted a renewal for the period ending Feb. 1, 1947, had been on temporary since June 1, 1945.

Commrs. Clifford J. Durr and Rosel H. Hyde voted for hearing on two of the renewal applicants: WINK Fort Myers, Fla., and KVOD Denver. Commissioner Durr also voted for hearing on the application of KHBC Hilo, Hawaii.

Stations granted renewals were: WINK Fort Myers (for period ending Aug. 1, 1949); WIP Philadelphia (for period ending May 1, 1949); KHBC Hilo (for period ending Feb. 1, 1949); KYUM Yuma, Ariz. (for period ending Aug. 1, 1949); KHMO Hannibal (for period ending Feb. 1, 1947); KVOD Denver (for period ending May 1, 1949).

WCKY
the 50,000 watt voice of Cincinnati

WBNX
DAILY PROGRAMS IN
Italian Polish English German Jewish
5000 WATTS DIRECTIONAL OVER NEW YORK
America's Leading Foreign Language Station

Surplus Broadcast Equipment Is Rare

House Hearing Shows One Transmitter Was Sold

BROADCASTING equipment has been one of the rare items in the billion dollar electronic stocks acquired by War Assets Administration, it was indicated last week as a special House committee started an inquiry into this phase of left-over war supplies. Chairman of the committee is Rep. Slaughter (D-Mo.)

Only one new broadcast transmitter for medium or high power had been sold by WAA by last spring, it was brought out in testimony by William L. Foss, member of the engineering consulting firm of Colton & Foss and for five months chief of the WAA Electronics Branch.

This 50 kw RCA transmitter was bought by Louis Wasmer, owner of KGA Spokane, for $72,500 on a veteran's priority at a public sale conducted by the WAA Richmond office [BROADCASTING, April 1]. Mr. Foss testified that some months after he left the branch he was retained by Mr. Wasmer to inspect and ship the transmitter. He ordered repair parts from RCA and General Electric to replace damaged equipment. Before undertaking the task he received approval of the WAA Legal Dept. to avoid any misunderstanding that might have arisen out of his former connection.

Radio Trucks

The House hearing into surplus sales centered much of the time around disposition of some 200 Chevrolet radio trucks equipped by Hallicrafters Co., Chicago, and sold later as surplus by the company, acting as a WAA sales agent. The trucks, including transmitters and receivers, had a declared value of $7,500. They were sold second-hand early this year by Hallicrafters for $4,500. The committee probed deficiencies in documentation of the transactions.

Mr. Foss was asked about business relations of his engineering firm with Hallicrafters. He said the firm had received $2,500 and had about $2,000 coming for engineering research. This includes research and development for Hallicrafters and the Army and Navy on shortwave communication apparatus and a small radio for infantry use.

Parties and Gifts

Questioned about parties and gifts from agents during his surplus activity, Mr. Foss said he frequently warned staff members about accepting entertainment from companies doing surplus business.

He volunteered the information that two bottles of liquor were left on his desk just before Christmas, but didn't know where they came from. "It was darn good whiskey and I took it home," he said.

Mr. Foss traced expansion of the Electronics Branch, with its hundreds of millions of dollars worth of declarations, from a half-dozen unorganized employes to an active organization with chain of authority.

Criticized because his branch did not have a complete inventory of this material, he commented that the Signal Corps alone needed 15,000 persons merely to catalog its own electronic inventory whereas the surplus problem was many times as complicated, with 50% of the surplus declarations from the military inaccurate, and only 60 people handled the job.

Mr. Schwarz told the committee that Western Electric Co. had been permitted to look over surplus declarations in a search for material suitable for telephone purposes. List of the material uncovered was sent to all interested companies and sold at an advertised public sale, he said.

Electronics surplus was kicked around by a second committee last week, a Senate Military Affairs Subcommittee making public a report charging incompetent, lax and "sometimes dishonest" supervision of surplus sales. Like the House group, it criticized failure to process veterans' priority certificates. Mr. Foss, questioned on these certificates, said a large share of them did not specify exact types of equipment desired and could not be processed even if desired items had been available.

Both committees have been looking into charges that certain manufacturer agents received choice salable equipment while others received unwanted items and junk.

Moscow Delegates Enroute Last Week

FOURTEEN delegates, seven staff members and five industry representatives left Washington National Airport at 3 p. m. Tuesday for Moscow to attend a five-power telecommunication conference preliminary to a world plenipotentiary conference scheduled tentatively for April 15, 1947, in the U. S. [BROADCASTING, Sept. 23].

Slated to leave early Monday morning, the plane bearing the U. S. delegation was delayed until Tuesday afternoon because of weather conditions. Meanwhile State Dept. Wednesday was advised by the director, Bureau of the International Telecommunication Union, Bern, Switzerland, that this country's invitation for a World Telecommunications Conference to begin April 15 next year was telegraphed Sept. 19 to all interested nations.

Definite plans for the world plenipotentiary conference are expected to be made at the Moscow sessions which were to open Sept. 28. In addition to the world conference delegates in Moscow are scheduled to discuss preparation for special meetings, including creation of a committee to study a new official international list on frequencies and a special conference on shortwave broadcasting.

The latter conference is expected to be held in Moscow or Brussels, following the five-power meeting. Delegates from the United Kingdom, France and China are meeting with the U. S. and U. S. S. R. at the five-power conference.

Adopts Revised Plan

ADOPTION of revised report for the allocation of frequencies below 25,000 kc [BROADCASTING, July 15] was announced by the FCC last Wednesday. The report was formally adopted Sept. 19. Statements concerning the effect of this service-allocation were received by the Commission from Lorain County Radio Corp., A.T.&T., National Federation of American Shipping Inc., Radiomarine Corp. of America and Mackay Radio and Telegraph Corp. The American Radio Relay League had suggested that FCC include amateur service in the service-allocation band 1750-2000 kc.

55.4%
of all Iowa radio families
"LISTEN MOST" to
WHO
10.7% to Station B!
50,000 Watts Des Moines
FREE & PETERS, Inc.
Representatives

The Shortest Route
To Results in
This Area Is Via
CHNS
HALIFAX NOVA SCOTIA
Maritimes Busiest Station
Contact
JOS. WEED & CO.
350 Madison Ave., New York
5000 WATTS
SOON!

FOR UNUSUAL
PERFORMANCE IN IDAHO?
KSEI
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The Largest
TRANSCRIPTION
LIBRARY
OF
AMERICAN FOLK
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M. M. COLE CO.
823 S. WABASH AVE.
CHICAGO 5, ILL.

BEST 50,000 WATT
BUY OF THE WEEK
Robert Q Lewis
Sensational young disc jockey with a unique sales-pulling personality. Available Participation Basis.
WHN NEW YORK
Represented by RAMBEAU

IN TOUCH WITH TOMORROW
.... IN TUNE WITH TODAY
KGW
PORTLAND, OREGON
REPRESENTED BY EDWARD PETRY & CO.

Classified Advertisements

PAYABLE IN ADVANCE—Checks and money orders only—Minimum $1.00. Situation Wanted 10c per word. All others, 15c per word. Count 3 words for blind box number. One inch ads, acceptable, $12.00 per insertion, non-commissionable. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

Help Wanted

Wanted—Manager of radio station to locate in middlewest who would be interested in acquiring an interest in the station. Give experience and qualifications. Box 614, BROADCASTING.

Southeastern 5 kw station needs additional transmitter and maintenance engineer. Grand opportunity get real experience on high power equipment and directional. Reply will be kept confidential. Give full details, including salary requirements. Box 762, BROADCASTING.

South Georgia station needs three engineer-announcers. Box 893, BROADCASTING.

Key management personnel—New major network station under construction in Honolulu now completing selection of key management, sales, and program personnel. Submit full experience, references, family data, and anticipated salary in application. Box 915, BROADCASTING.

Announcers-position requiring knowledge of board, must develop own shows and handle newscasts. $50 for 40 hour week with midwest station. College graduates only, unless thoroughly experienced. Box 940, BROADCASTING.

Copywriter—Man or woman, by established agency. If you are experienced in writing commercial and retail copy, and not satisfied with your present setup, this is your opportunity. It will pay you to write us, giving experience, age, salary desired. Our staff knows of this ad. Include samples. Box 953, BROADCASTING.

Wanted—Experienced continuity writer who can also handle woman's program. Neat appearance, good personality. Write Box 958, BROADCASTING.

Time salesman—For Mutual affiliate, no radio competition, practically virgin field in pleasant prosperous city. Send foto, qualifications Joe Spring, WASK, Lafayette, Ind.

Good announcer with first class phone license wanted by intermountain 5 KW NBC affiliate. Opportunity for advancement and to apply ability. Substantial salary. KGIR, Butte, Mont.

Commercial manager—Aggressive New England local needs topnotch commercial manager. Wonderful opportunity for right man. Wire or write Box 887, Grand Central Station, NYC.

Wanted to Buy

Local station in city of 10,000 or 50,000

Box 968, BROADCASTING

We need *immediately* an experienced *COMMERCIAL MANAGER* who is primarily a *time salesman*. Commission and drawing account. TWO combination announcers-operators with 1st class licenses. Salary consistent with experience and ability. *CONTACT IMMEDIATELY* C. Leslie Golliday, WEPM, Martinsburg, West. Va.

Radio stations all over the country are using HAROLD ABBEY cartoon gags and spot illustrations on their program schedules, mailing pieces, bulletins, local advertising, etc. . . . with startling success!
These spots and panel gags will "pep up" your copy and reading matter 1000%.
Every job tailor-made to your needs—by America's foremost Advertising Cartoonist.
Harold Abbey 600 Madison Ave., PLaza 8-2658 New York 22, N.Y.

ARE YOU 'TIME-BUYER' POOR?

Buyer with seven years' topnotch agency experience covering all phases of spot and network would like to get in on the ground floor of a new outfit. Am a female but not given to temperament.

BOX 957, BROADCASTING

Help Wanted (Cont'd)

Wanted: Two first class operators for 250 watt AM and 3 kw FM station. Can use immediately. Experience desirable but not necessary. Write Tom Barber, Chief Engineer, WMGA, Moultrie, Georgia.

Experienced commercial copywriter. Assist in public relations work. Box 969, BROADCASTING.

Key station new regional network, superb year-round climate, scenery, etc. Albuquerque, N. Mex. Fastest growing town in southwest. Engineer-announcers, first class ticket, 3 needed. Rush disc, references. Box 1419, Albuquerque, N. Mex.

Wanted—chief engineer for a new 250 watt station using all new Western Electric equipment. Write C. B. Randall, President, Arkansas-Oklahoma Broadcasting Company, Ft. Smith, Arkansas.

Radio Announcers, producers, writers and other artists are needed immediately. Send transcription, picture and details to Linton J. Sawyer, Radio Productions, 603 Dekum Building, Portland 4, Oregon.

First class operator, also announcer for 250 watt Mutual affiliate, WHSC, Hartsville, S. C.

Operator-announcers for new station at Douglas Arizona, $65.00 per week contact KSUN, Bisbee, Arizona.

Openings—1st class operators—announcers, salesmen, girl Fridays. RRR (Agency), Box 413, Philadelphia.

Operator—First class, announcing experience desirable. State experience, training, salary, full details first letter to KPFA, Helena, Montana.

Wanted immediately—three men with first class phone tickets. Good pay; pleasant surroundings; 250 watt mutual affiliate. Contact T. K. Vassey, Box 659, Dublin, Georgia. Good opportunity for right men.

Newscaster-announcer. Three years minimum station experience required; able to edit and compile own newscasts and do some general announcing. Leading metropolitan market, 5 kw basic network station. For New York interview between September 30 and October 6, call Weed & Co., 350 Madison Ave., New York City.

Announcer. Topflight, versatile, experienced, steady. A real opportunity, if you can deliver. For New York interview between September 30 and October 6, call Weed & Co., 350 Madison Ave., New York City.

Situations Wanted

Transmitter operator, veteran, single, desire change, one year experience. State salary and hrs. per week. Box 961, BROADCASTING.

Promotion director with top-flight background, seeks connection with aggressive station in small or medium size city. Thoroughly experienced in program and sales promotion, research, art, copy layout, production techniques. Replies in strict confidence. Box 884, BROADCASTING.

Program director-announcer, now working at station wishes to make change. Thoroughly experienced in all phases of promotion, production, and announcing. Box 922, BROADCASTING.

Manager: Highest qualifications: desires position South or middle west: Outstanding record, sales, public relations, executive. Personal interview my expense. Box 938, BROADCASTING.

Announcer—Experience ranging from 250 watt to 50 KW NBC platter jockeying, straight and slanted commercials, news, special events. I want a permanent affiliation with a station offering a future, located in a good family town. Will answer all inquiries. Box 939, BROADCASTING.

Experienced MC-announcer wishes position doing audience type or disc shows with station having high standards of showmanship. 9 years experience on local and network shows producing and announcing. As G.I., handled radio programs for three Army posts and Treasury Dept. Excellent references. Box 944, BROADCASTING.

Situations Wanted (Cont'd)

Looking for a good all-around announcer for small station work? Graduate of leading New York school. Veteran, will travel. Disc available. Box 951, BROADCASTING.

Newscaster-announcer, 3½ years. Desires change for better opportunity with progressive station. Former program director. Minimum $225 month. Available ten days. Married. References. Transcription. Box 952, BROADCASTING.

Experienced engineer, will work combination, first phone. Vet, 33, married, 6 years commercial radio, 16 years amateur experience. 2 week availability. Box 954, BROADCASTING.

Writer—fourteen years, five big time radio. At last able and willing to live in reasonable sanity. Interested in program direction where imagination and ability is the rule. Prefer New England. Box 955, BROADCASTING.

Time salesman-announcer. 10 years experience. Expert newscaster, sports and every phase modern broadcasting. Personal interview desired. Box 956, BROADCASTING.

Early morning disc jockey, years experience, successful show, different, must pay good salary. Box 957, BROADCASTING.

Need a capable general manager, commercial manager or time salesman? 15 years selling experience—11 years advertising, 5 newspaper, 6 radio as commercial manager and salesman. Good working knowledge all phases broadcasting. Hard worker, executive ability, loyal, conscientious. Finest references. Last 10 years in present city. Employed. Go anywhere. Age 35, married, one child. Interested in permanent association What have you to offer? Box 959, BROADCASTING.

Manager—Good salesman, promotion minded. Technical background, first class license. Now managing successful independent. Major network experience. Box 871, BROADCASTING.

Woman commentator—writer—program director. Young, personable, college graduate. Journalism—home economics training. 7 years radio, 2 with NBC, N. Y. Prefers position outside. U. S. Box 962, BROADCASTING.

Experienced play-by-play all sports and news in midwest metropolitan area. Would like opening in either above or management end. Highly qualified. Educational background—not a drifter. Will go anywhere. Box 963, BROADCASTING.

Television production? Public service programming? What can you offer college-trained producer and writer with wide experience in educational films and radio. Box 964, BROADCASTING.

Announcer—A-1 voice. Former radar operator, USMC. Conscientious, reliable. Excellent references. Richard W. Ziegler, 206 Walton, Fitchburg, Mass.

Announcer. Experienced on leading record station (Baltimore); also network affiliate. Bill French, 213 South Front St., Harrisburg, Penna.

Announcer—Good personality, reliable, solid background. Three years radio operator, USCG. Disc available. J. C. Zane, 41 Haunnewell Ave., Providence, R. I.

Available—Qualified—Sports men, engineers. Radio's Reliable Resources, Box 413, Philadelphia

Announcer—Graduate student in radio. Ambitious. Conscientious. Good service record. Charles Wood, 20 Roosevelt Ave., Poughkeepsie, N. Y.

RADIO ANNOUNCING GENIUS **experienced all types announcing: network and independent. *DESIRES EMPLOYMENT IN WELL-MANAGED STATION.* Nondrinker, ex-Quartermaster, 23 years, single man, can furnish *EXCELLENT REFERENCES* by actual radiomen including present employers. Will write copy. Pleasing, dignified yet friendly voice. *PREFER SOUTHWEST.* To further advance is reason for wanting change. Disc on request. Make me an offer. Send wire, carrier pigeon or letter to**
Box 965, BROADCASTING

For Sale

For Sale—a complete FCC approved 25 watt transmitter, two sets tubes, two crystals and limiting amplifier. Recently taken out of service. Make offer. Box 780, BROADCASTING.

For sale—250 watt station in Southern State. Box 960, BROADCASTING.

Generator set, new, one 35KW Clark Engine generator set, 240 volt, 60 cycle, 3 phase, 3 wire system consisting of an Electrical Machinery 43.7 KVA generator, Waukesha motor, switchboard and starting battery. Purchasing Department, The Milwaukee Journal, WTMJ, Milwaukee, Wisconsin.

250 watt transmitter, complete with one set spare tubes. FCC approved. First check for $800.00 will buy it. Al Bamford, 516 18th, Oakland, Calif.

For sale: 250 watt complete transmitter taken out of service Sept. 10. Ready for immediate delivery. KOOS, Coos Bay Oregon.

For sale—WE 304-A1 kw transmitter. Has been cleaned, checked and reconditioned and is ready to go. Unexcelled as an auxiliary transmitter. First check for $1750 gets it, FOB. E. A. Alburtis Southern Broadcasting Service, Hotel Gayoso, Memphis, Tenn.

Wanted to Buy

Western Electric 639, 618 and RCA 44BX, 88—A microphones complete with mounting fittings but without internal mechanism. Desire undamaged cases to use as dummies for photographic purposes. Write to Box 495, BROADCASTING.

General Radio 516-C or 916-A radio frequency bridge. Box 966, BROADCASTING.

Miscellaneous

Advertising agency would like to hear from radio stations that will accept mail order accounts, percentage basis. Confidential. Box 867, BROADCASTING.

Have $5500 and first class phone ticket for investment in radio station. Box 928, BROADCASTING.

Engineer has ten thousand to invest in new or existing station with services. Box 970, BROADCASTING.

FOR
QUICK SALE
40% OF
Outstanding Stock
OF
Station WSLS
Roanoke, Virginia

This is an opportunity that occurs only once in a "Blue Moon" for the investor overloaded with 2, 3 and 4 per cent investments. Roanoke is within the first 140 metropolitan districts of America, and is one of the finest equipped and managed stations in the south.

REASON FOR SELLING

The present owners are within the FCC's multiple ownership rule which they desire to correct through the sale of this stock.

For complete information write, wire or phone Edward A. Allen or Philip P. Allen, at

Lynchburg Broadcasting Corp.
Telephone 3030
Lynchburg, Virginia

NAB GOLF TOURNAMENT

OCTOBER 20

ACACIA COUNTRY CLUB

DIVOT DIGGERS! Have you sent in your entry for the NAB Golf Tournament, Acacia Country Club, Chicago, October 20? Send it along to BROADCASTING now so we'll have everything ready to a "tee."

. . . and take another look at the big sterling loving cup to be awarded to the low net winner.

Busses leave Palmer House and Stevens Hotel, 9:30 a.m.

BROADCASTING
The Weekly Newsmagazine of Radio
TELECASTING
NATIONAL PRESS BLDG.
WASHINGTON 4, D. C.

FCC Delays WBAL Renewal Hearing; Hearst Files Plea

EARLY HEARING on the application of newsmen Drew Pearson and Robert S. Allen for WBAL Baltimore's 50-kw, 1090 kc assignment apparently was precluded by FCC action last week.

The Commission postponed for 60 days WBAL's renewal hearing, which had been set for Oct. 1, and failed to act on the Pearson-Allen petition for consolidation of their application with the renewal case.

Issues in the WBAL renewal, awaited since the application was set for hearing last February, are expected to be announced within two weeks, interpreted as providing WBAL an opportunity to "meet the issues," by petition for reconsideration, in an effort to secure renewal without hearing.

WBAL Petition

In a last-minute petition opposing the Pearson-Allen request for consolidated hearing of the two cases, Hearst Radio Inc, licensee of WBAL, argued that consolidation would constitute "pre-judgment" of the petition for reconsideration and grant of renewal which WBAL has a right to file when the issues are announced.

The proposed Pearson-Allen station, if granted, could not get into operation before expiration of the WBAL renewal term on May 1, 1948, the petition contended. Therefore, Hearst claimed the two applications are not mutually exclusive, and consolidation "would inevitably delay disposition of the renewal application . . ."

Meanwhile, it was disclosed that Hearst Radio had retained the Washington firm of Dempsey & Koplovitz to serve in the case with WBAL's regular Washington counsel, Littlepage & Littlepage, under the direction of Hearst Attorney John J. Burns, former Federal judge.

Hearst's opposition to consolidation of the two applications, filed by Attorneys Thomas P. Littlepage Jr. and William J. Dempsey, maintained that a grant of the renewal application would not prejudice the rights of Messrs. Pearson and Allen, and that even in case of denial Hearst would still have a right to comparative consideration with the new applicants.

Hearst expressed "firm belief" that it can meet the issues of the renewal case when they are announced. Referring to FCC's Blue Book, which compared the extent of commercial programming of WBAL under Hearst ownership with plans outlined by a former owner, the petition said the Blue Book itself "makes it clear that Hearst cannot be charged with any discrepancy between promise and performance in its operation of Station WBAL."

"The most important consideration of all, however, is the factual knowledge that Hearst's operation qualitatively considered has been one of solid merit from the standpoint of public interest," the petition added.

If a hearing on the Pearson-Allen application is held, it was noted, FCC "quite certainly" would want Hearst to file an application covering substantially the same period contemplated by the two newsmen's application, since the present WBAL application was filed in February 1945. But to ask for such a new application now "would be premature" since "several months" will be needed for the Commission to reach the Pearson-Allen application in its processing lines, the petition asserted.

Messrs. Pearson and Allen, who jointly wrote the daily *Washington Merry-Go-Round* and conducted a weekly commentary first on MBS and later NBC-Blue until Col. Allen went into the Army, filed their application for WBAL's facilities in the name of Public Service Radio Corp. [BROADCASTING, Sept. 23]. Mr. Pearson, who now conducts the newspaper column alone, has a Sunday evening 15-minute news commentary on ABC, sponsored by Lee Hats. Col. Allen, still in the Army, would manage the proposed station.

Northwest Stations Set Regional Network Plans

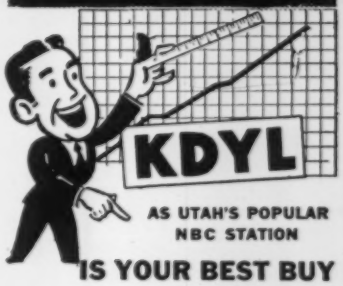
FIRST two-State regional station group, to be sold as a whole or any one or more stations, has been formed by stations in Oregon and Washington, the NAB Small Market Stations Division, headed by J. Allen Brown, has been informed by Fred F. Chitty, general manager of KVAN Vancouver and KOOS Coos Bay, Ore. Homer H. Griffith is representative for the group, which will start promotion activity Oct. 1.

Member stations, operating as the Oregon-Washington Group, are: KWIL Albany; KORE Eugene; KRNR Roseburg; KAST Astoria; KFLW Klamath Falls; KSLM Salem; KVOS Bellingham; KWLK Longview; KBND Bend; KOOS Coos Bay; KXRO Aberdeen; KRKO Everett; KPQ Wenatchee; KELA Centralia; KGY Olympia.

CBS Airs Service

A SPECIAL Yom Kippur program will be broadcast on CBS on Oct. 3, 5:30-6 p. m., with service conducted by Rabbi Solomon A. Fineberg, director of community service for the American Jewish Committee. Guest speaker will be Rear Admiral Lewis L. Strauss, president of the Temple Emanu-el, New York, and special assistant to the Secretary of Navy during the war.

MEASURE
YOUR ADVERTISING DOLLAR
ANY WAY YOU LIKE



AS UTAH'S POPULAR NBC STATION
IS YOUR BEST BUY
JOHN BLAIR & CO. – NATIONAL REPRESENTATIVES

IN CHICAGO
IT'S
UNIVERSAL
FOR
ALL RECORDINGS
IN
CHICAGO'S LARGEST
Independent STUDIO
Still Recording and
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ABC
NETWORK
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42nd Flr. 20 N. Wacker
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FOR THOROUGH COVERAGE and Best RESULTS
RADIO STATION KID 5000 WATTS Mutual Affiliate
IDAHO'S MOST POWERFUL STATION
IDAHO FALLS
JOSEPH HERSHEY McGILLVRA, Inc.
National Representatives

By actual survey
TORONTO'S MOST LISTENED-TO STATION
DIAL 580
CKEY

Everyone likes music
KSFO
SAN FRANCISCO
represented by
UNIVERSAL RADIO SALES
New York • Chicago • San Francisco
Los Angeles • Seattle

EXCLUSIVE
COVERAGE OF
THE CHAMPLAIN
VALLEY AREA
WCAX
BURLINGTON
VERMONT'S
ONLY CBS
STATION
1000 WATTS • FULL TIME

National Representatives:
Taylor-Howe-Snowden
Only
CBS
KROD
600 KC
1000 WATTS
Completely Covers
THE EL PASO MARKET

FARM STATION?
YES! FOR TWENTY YEARS OUR ENTERTAINMENT AND SERVICES HAVE BEEN PLANNED FOR FARMERS IN KANSAS AND ADJOINING STATES.
WIBW The Voice of Kansas in TOPEKA

Rep. Clarence F. Lea to Retire In 1948 Following 16th Term

REP. CLARENCE F. LEA (D-Calif.), chairman of the House Interstate & Foreign Commerce would retire at the end of his next term in 1948. He will have served 32 consecutive years, 28 of them as the nominee of both Democrat and Republican parties from his district.

Rep. Lea

Strong proponent of amending the Communications Act to spell out the powers of the FCC, Congressman Lea helped to write the original Radio Act of 1927 and its successor, the Communications Act of 1934. Mr. Lea has contended that the law is good but that the courts and FCC both have attempted to place interpretations "not intended by Congress."

That Representative Lea hopes, as his final contribution to his country, to sponsor a new Communications Act which will set at ease the minds of broadcasters, now in turmoil over FCC policies and regulations, is no secret on Capitol Hill. He had planned to introduce such legislation during the 79th Congress, but the end of the war and other pressing legislation forestalled it.

While he was chairman of the Select Committee to Investigate the FCC during the 78th Congress, Mr. Lea learned much of the ways of the Commission, as well as the confusion of broadcasters. His report, at the conclusion of the session, strongly urged that Congress review the Communications Act and strengthen it.

Now 72, Congressman Lea said he wanted to retire while "still blessed with good health."

He was author of the Lea Act, designed to curb the excessive practices of James Caesar Petrillo and to protect broadcasters from other "unreasonable" demands. He wrote the original Federal Airport Act, now a law.

Mr. Lea, whose service in the House is exceeded by only five other members, has served with a total of 1900 Congressmen since he took office in 1917.

He was renominated for his 16th term—the 15th time by both major parties—at the California primaries last spring.

NEBLETT CONTINUES PRESENT PROGRAMS

NEBLETT RADIO Productions, Chicago, headed by the late Johnnie Neblett, who died in an airplane crash Sept. 15 [BROADCASTING, Sept. 23], will continue to package *So the Story Goes*, transcribed feature which starred Mr. Neblett as commentator. The company now has 260 transcribed episodes of the popular program which is currently carried by 90 stations.

The Neblett firm also will continue to produce and sell *Louise Massey and the Westerners*, under contract to Mr. Neblett as a transcribed program.

Mr. Neblett died intestate and the courts have yet to appoint an executor. It is understood that two-thirds of his estate will go to a son by a former marriage, Benjamin, 6, whose guardianship is shared by his mother, Mrs. Dorothy Neblett, and Mr. Neblett's brother, Thomas.

Before Mr. Neblett's death he was under contract to Russel M. Seeds, Chicago, to star in a five-minute ABC program, *Fact or Fiction*, for Brown & Williamson Tobacco Co., effective Oct. 6, 12:55-1 p.m. CST. Jack Simpson, radio director of the Seeds agency, said no replacement had been selected but that the program would be aired.

WJZ to Celebrate 25th Year Oct. 1-7

LOOP ANTENNAS were entwined on the console, batteries were spilling their green chemicals onto the rug, and from headphones, or speakers looking like oversized ear trumpets, came noises like a thimble being rubbed on a tin washboard. That was radio 25 years ago.

WJZ, New York, first radio broadcasting station now the ABC key outlet, will celebrate its 25 years of operation the week of Oct. 1-7. Station breaks and special announcements will call listeners' attention to WJZ's Silver Jubilee throughout the week.

Its First Program

Oct. 7, 1921, WJZ went on the air with its first program, a description of World Series baseball between the New York Giants and the New York Yankees. Announcer, master of ceremonies, and general utility man was Thomas Cowan.

When WJZ went on the air, its studio was a reconverted ladies powder room with old rugs for drapes, a rented piano and a gramophone. Westinghouse Electric and Manufacturing Co. had received the license in September 1921, and placed its 500 w transmitter atop the Westinghouse factory in Newark, N. J. In 1923 RCA bought WJZ and moved it to 42nd St., New York. Operation the following year came under the title of National Broadcasting Co., located at 711 Fifth Ave.

In the fall of 1925, WJZ moved its transmitter to Sound Brook, N. J., upped its power to 50 kw. NBC was organized a year later, and for the next 16 years WJZ was anchor outfit for the Blue Network of NBC. In 1942 Blue was separated from NBC and at the same time WJZ was re-born and its own management organization was formed under the direction of John McNeil, present station manager. In 1943 the Blue Network Co., was sold to Edward J. Noble, and became ABC.

UOPWA Certified In CBS Elections

CERTIFICATION of the United Office and Professional Workers of America (CIO radio guild) as the bargaining agent for CBS white collar workers was finally ordered by the National Labor Relations Board last week.

The UOPWA will open formal contract negotiations with CBS immediately, according to Norma Aronson, the union's organizational director. The union expects to request a general 25% salary increase.

The original NLRB election for union representation was held on June 14, but formal certification was held up during the past three months by the board hearings on the AFL union charges that workers in the television department of CBS should be made a separate representation unit.

CBS Series

CBS EXECUTIVES will meet with leaders of labor, business and farm organizations at a luncheon, Oct. 1 at the Hotel Statler, Washington, to discuss the network's plans for its forthcoming 39-week series of programs reporting on the nation's economy.

Swift Renews ABC

SWIFT & Co., Chicago, has renewed sponsorship of the 9:15-9:30 a. m. segment of ABC's *Breakfast Club*, Monday through Friday. Contract for 52 weeks was placed through J. Walter Thompson Co., Chicago.

The "HAPPY MEDIUM" Station
KTUL covers the MONEY-MARKET of Eastern Oklahoma . . . JUST RIGHT . . . because it's neither too LARGE nor too SMALL. Buy the "Happy Medium" Station. Write for information.
FREE & PETERS
National Representatives
John Esau General Manager
KTUL
5,000 WATTS • TULSA

Huffington Is Appointed Head of Red Cross Radio

R. WALTER HUFFINGTON, former general manager of WSSV Petersburg, Va., has been appointed radio head of the American Red Cross, in charge of domestic and foreign radio activities. He assumed his duties at Washington headquarters today (Sept. 30). Mr. Huffinngton succeeds Julie Dickinson who is now Washington representative for J. Walter Thompson Co. [BROADCASTING, Sept. 2].

Prior to going with WSSV, Mr. Huffington had been program director of WTMA Charleston, S. C. For three and a half years before joining WTMA he was regional radio director for OWI for Virginia, North and South Carolina, with headquarters in Richmond. Previous radio experience included commercial positions with WPTF Raleigh and WTAR Norfolk.

Spingarn

(Continued from page 18)

than some advertisers spend on a spot announcement." (That, brother, is a SPOT). (Note to P. A. C. Inc.: 77 words.)

Rich Vein There

If one washes the silt with care, he may find other shining gems in the Spingarn treatment of "Radio Is Yours." For example, on Page 16 the author observes that the networks and station licensees have remained silent in the controversy surrounding the Blue Book. And on Page 19, or about three Hoover quotations later, appears this devastating revelation: "The industry has been accused of trying to instill an abject fear into the FCC staff and at times it seems to have succeeded." (24 words.) It is not difficult, in view of this authoritative disclosure, to envision such as Charles Denny and Clifford Durr huddling in white terror behind the day's docket.

There's much more in Jerome's booklet. We would quote it here, but we're limited to 500 words. And most of what Jerome says has been written before. The booklet is 31 pages long, attractively printed and bound and you can get it and 120 others of P. A. C. Inc. for $5. Address: 22 East 38th St., New York 16.

Jerome, being a lawyer, has a sense of the dramatic and there's a twister on his recitation. It goes like this:

"Will the Blue Book become the basis upon which future station grants will be made? Or will it merely become another praiseworthy addition to the National Archives? In large measure the answer to that question will depend upon you, the listeners. It's your radio." (44 words; cumulative total, 247 words.)

So it is. It's your radio. And Jerome's. We'd suggest he give his share back to the Indians. It's only their faces that are red.

Dies in Studio

AFTER TAKING part in an audience participation show on WEEI Boston, Sept. 20, Mrs. Harriett French, 60, of Portsmouth, N. H., told the m.c., "I have just realized my life's ambition." Then she died. A friend who was with her said Mrs. French had been under a doctor's care for a heart ailment for more than a year. The program continued with neither listeners nor studio audience aware of the death.

HEARING TO RESUME ON N. Y. NEWS FM

NEW YORK *Daily News*, whose right to operate an FM station was challenged by American Jewish Congress [BROADCASTING, July 15], is slated to resume cross-examination of its challenger when further hearings on New York FM applications open today (Sept. 30).

Engineering data relating to several of the 17 applications were received in a session last Monday, when it was indicated that *News* questioning of opposing witnesses, started during the earlier proceedings in New York, would be renewed today. The current session will be held in Washington. Five channels are now available, four others being reserved until July 1, 1947.

Counsel for AJC implied, in the New York sessions, that the *News* was anti-Semitic.

Universal Radio Sales Will Handle PST Discs

PUBLIC SERVICE TRANSCRIPTIONS Inc., Washington, whose series on questions of public interest will start about Oct. 15, has arranged with Universal Radio Sales, New York, to handle the discs. Selden Menefee, executive director, announced the following members of firm's advisory board:

I. Keith Tyler, director of Institute for Education by Radio, Ohio State U.; Kathleen N. Lardie, president, Assn. for Education by Radio; Mrs. Gertrude Broderick, executive secretary, Federal Radio Education Committee; Sen. Elbert D. Thomas (D-Utah); Dr. Helen Dwight Reid, American Association of University Women; Dr. Forest R. Moulton, administrative secretary of American Association for the Advancement of Science; William Higinbotham, chairman, Federation of American Scientists; Livingston Hartley, editor, "Atomic Information." National Committee on Atomic Information; Dr. Harlow Shapley, Harvard U.; Albert Leitch, director of radio, U. S. Chamber of Commerce; H. L. McCarthy, executive director, New Council of American Business Inc.; Boris Shishkin, economist, AFL; Kermit Eby, director of education, CIO; Lyle M. Spencer, director, Science Research Associates, Chicago; Carl Spaeth, dean, Stanford U. Law School; Dudley Orr, trustee, Dartmouth College; Wesley I. Dumm, president, Universal Broadcasting Co., San Francisco; George Hatch, general manager, Intermountain Network; Morris Novik, public service radio consultant, and Edward M. Brecher, Metropolitan Broadcasting Corp., Washington.

NAB Convention exhibit is planned by firm.

CCBS TO REHEARSE ITS CASE OCT. 20

REPRESENTATIVES of the 16 member stations of Clear Channel Broadcasting Service will meet Sunday, Oct. 20, at the Palmer House in Chicago to discuss and approve plans for their final presentations in the FCC clear channel hearings.

Victor A. Sholis, CCBS director, announced the meeting date last week. It coincides with the opening of the NAB convention, to be held Oct. 20-24 in Chicago. Louis G. Caldwell of the Washington law firm of Kirkland, Fleming, Green Martin & Ellis, is CCBS legal counsel.

Meanwhile resumption of the clear channel sessions before November appears unlikely as the Commission still has not issued its promised 30-day notice of the next and supposedly final session. Last session was on Aug. 5. The delay is to permit engineers of both FCC and industry participants to complete preparation of final technical data.

With the resumption date still un-set, hope for a decision this year faded further.

Southwest Group Forms New 5-Station Network

ZIA NETWORK, a five-station group with headquarters at KOAT Albuquerque, N. M., will soon begin service in the New Mexico-West Texas region. The other stations are: KFUN Las Vegas, N M.; KGAK Gallup, N. M., and projected stations in Santa Fe, N. M., and El Paso, Tex.

KOAT is owned by A. E. Buck, president; Frank C. Rand Jr., secretary-treasurer, and Merle H Tucker, vice president and general manager. Mr. Buck and Mr. Tucker are partners in KGAK. KFUN, owned by E. N. Thwaites, will be an affiliate. The new station in Santa Fe is owned by Mr. Rand and will be operated by the New Mexico Publishing Co. The El Paso application is under the name of El Paso Broadcasting Co., which is owned by Mr. Rand, president; Mr. Buck, and Mr. Tucker. The name Zia is taken from the sun god of the Southwest Indians.

Vick Chemical Up

SALES of $37,185,778 for fiscal year ended June 30, 1946, were reported to stockholders by Vick Chemical Co. last week. In preceding fiscal year sales amounted to $35,608,278. Net profit of $3,802,358 for 1945-46 was reported, as compared with $2,737,662 for 1944-45.

OPA Drops Quartz

OPA last week suspended from price ceilings fused quartz tubing and quartz crystals, all grades and qualities. Quartz is used widely in electronics, especially in transmitters, certain loudspeakers, microphones and crystal headphones.

BMB Mails

BROADCAST Measurement Bureau began mailing its audience reports last week to subscribing stations. Information contained in the station reports will be given out generally after Oct. 7. Reports are being mailed by cities, assuring receipt by all subscribing stations in a city on the same day. Reports contain daytime and nighttime audience maps and a detailed report of the station's day and night audience by counties and cities, numerically and as a percent of total radio families. BMB has decided that prior to making reprints available, BMB will refer all inquiries regarding station audiences direct to each subscribing station involved, allowing them to present BMB data in complete form.

ABC Moves To Dominate Wednesday Night Shows

IN A MOVE obviously aimed at domination of the Wednesday night audience, ABC last week announced it would shift *Pot O' Gold*, the once hugely successful listener attraction, from its originally intended Thursday spot to the Wednesday period immediately preceding Bing Crosby.

Pot O' Gold, under sponsorship of Tums, through Roche, Williams & Cleary, will be heard Wed. 9:30-10 p. m., beginning Oct. 2. Two weeks later, the transcribed Crosby show, for Philco, through Hutchins Adv., at 10-10:30 p. m. and the Henry Morgan show, for Eversharp, through Biow Co., at 10:30-11 p. m. will begin. Mr. Morgan, ABC's new funnyman, stands to inherit a considerable audience from Mr. Crosby, who is of proven listenership, and *Pot O' Gold*, if it turns out upon its renascence to be the attraction it was before it left the air several years ago, will doubtless deliver a sizable audience to Mr. Crosby.

Elliott and Daly Agency Is Set Up in Oakland

FORMATION of Elliott and Daly, San Francisco-Oakland advertising agency, as successor to the Lasky Co. was announced last week following resignation of Philip G. Lasky who has returned to Associated Broadcasters Inc. as vice president and general manager [BROADCASTING, Sept. 23]. Wallace F. Elliott, Mr. Lasky's partner, has acquired the latter's interest and has sold half interest to Jack Daly, who had been in charge of the San Francisco office.

Associated Broadcasters is licensee of KSFO San Francisco and of the international shortwave stations KWID and KWIX, properties of Wesley I. Dumm, president.

At Deadline ...

AUGUST SET PRODUCTION 30% ABOVE JULY

SHIPMENTS of radio sets in August—1,700,000—were 30% above July's figure of 1,300,000 and 55% above the average monthly production in 1940-41, Civilian Production Administration announced Friday. Radio Manufacturers Assn. members, representing over 90% of industry, produced 1,442,757 sets [BROADCASTING, Sept. 23].

Of total production table models comprised 85%, consoles 7% and auto sets 8%, CPA found. Table model output was 91% above prewar average, with consoles 22% below and auto sets 40% below prewar. Supplies of several components, including tubes, gang condensers and wood cabinets continue short, says CPA.

July set production was 1,221,745, U. S. Census Bureau reported. This included 708,405 home radios (except battery); table (including compact), 691,009; console 17,396; battery operated, except auto, 174,777; auto 149,679; radio-phono combinations 188,884. No television sets listed. July production includes 15,311 AM-FM and other, table, console models. Total value of shipments for month was $37,712,973. CPA estimated July output 1,300,000 sets.

GOVERNMENT TO DEFEND LEA ACT IN AFM BRIEF

LEA ACT abridges none of four Constitutional amendments as alleged by James Caesar Petrillo; it actually repeals strike-injunction section of Norris-LaGuardia Act; courts never have upheld unlawful strikes, while Petrillo called unlawful strike, Government was to claim today (Monday) in brief to be filed in U. S. District Court, Chicago, answering brief of music czar, it was learned Friday.

Dept. of Justice remained silent on assignment to prosecute AFM chieftain on Lea Act violation charges in strike against WAAF Chicago, but J. Albert Woll, Chicago, district attorney who had been handling case, announced he had "withdrawn" following Washington conferences [BROADCASTING, Sept. 23]. Government reply brief to Petrillo contentions due Sept. 19; Justice Dept. given extra time to revise original Woll brief and permit district attorney—son of Matthew Woll, AFL second vice president, to step down. AFL is on record supporting Petrillo.

IBEW LOSES AT WSB

IBEW failed to obtain majority of votes in election among technical employes of WSB Atlanta. Election ordered fortnight ago by National Labor Relations Board, which ruled all technicians eligible to vote. IBEW had asked election be confined to technicians at main transmitter.

WJBW HEARING DESIGNATED

APPLICATION of Louise C. Carlson for 1230 kc, 250-w assignment of former husband's WJBW New Orleans [BROADCASTING, Sept. 23] designated for hearing with WJBW license renewal Oct. 10 in New Orleans, FCC said Friday. WJBW, licensed to Charles C. Carlson, up for further renewal hearing on engineering complaints. Mrs. Carlson says threat of WJBW renewal denial jeopardizes share of station profits she gets under divorce decree.

MILLER RESERVES NAB UNESCO POLICY

JUSTIN MILLER, NAB president, advised Assistant Secretary of State William Benton that NAB had not yet considered recommendations of National Commission on International Educational, Scientific & Cultural Cooperation, and reserved privilege of supporting whatever "other policy might be so adopted" by NAB (early story page 72).

Mr. Miller, who presided at round table on mass communications at Commission meetings, said he "went along" with recommendation of Brig. Gen. David Sarnoff for international network of UN or UNESCO "with great interest, but without comment." While he didn't anticipate adoption of "any other policy" by NAB, Mr. Miller said he must "necessarily reserve the privilege of representing the point of view of the NAB."

BMB BOARD APPROVES SECOND STUDY IN 1948

BMB Board of Directors, meeting Friday in New York, unanimously adopted resolution calling for second study of station and network audiences in March 1948.

Board also voted to devote 1947 to four major projects: Evaluation of 1946 study, experimental research, refinement of techniques; promulgation of full use of 1946 station and network audience information by advertisers, agencies and broadcasters; solicitation of subscriptions for participation in BMB's activities, including 1948 survey; servicing subscribers with respect to interpretation of reports and correct statistical presentation. BMB board meets again Oct. 22 in Chicago.

More than 1,000 attended BMB clinics in N. Y. and Chicago, July-September. N. Y. attendance about 600. Advertisers accounted for 15%, agencies 32%, stations 14%, networks 16%, station representatives 13%, independent researchers 6%, press 3%, others 1%.

NARBA DELAY ASKED

FCC FRIDAY requested State Dept. to ask for postponement of filing proposals for Third North American Regional Broadcasting Conference from Oct. 1 [BROADCASTING, Sept. 2]. Reason: Commission too busy on other matters to complete NARBA data. Under schedule adopted last Feb. 25 in NARBA Interim Agreement, all signatory nations were to submit to Inter-American Radio Office, Havana, 12 copies of conclusions following studies for new NARBA. Should Oct. 1 date be postponed, all subsequent dates, including Third Conference now scheduled for mid-September next year in Canada, would be deferred.

REV. DALE S. CROWLEY, "Washington's Radio Minister," applied to FCC for 1 kw daytime station on 1450 kc in nation's capital.

GIMME REWRITE! OVER

FIFTH ESTATE helps Fourth Estate in covering news stories at *Philadelphia Record*. Two-way radio communication now set up between city desk and reporter-photographer team in auto, first such press set-up in that city.

People

TED FISHER, formerly with Lothrauf & Ryan, joined Pedlar & Ryan, N. Y., as merchandising director.

ARTHUR POPPENBERG, former eastern sales manager, Arthur B. Church Productions, N. Y., and previously with ABC Spot Sales, appointed salesman in N. Y. office, Taylor, Howe-Snowden Radio Sales.

AL DAVIDSON Jr., formerly with Kenyon & Eckhardt, Delmar Productions, named director of newly formed radio department, Wortman, Barton & Gould, N. Y.

WALTER S. KLINE, former commercial manager, KVSO Ardmore, Okla., in charge of new Dallas branch office, Homer Griffith Co., 711 Construction Bldg.; phone, Riverside 2673.

BROZA LEAVES WCAU

STAN LEE BROZA, vice president in charge of programs, WCAU Philadelphia, radio pioneer resigning Jan. 1, Dr. Leon Levy, station president-general manager, announced. Mr. Broza to give fulltime to personal artist management, concentrating on son, Ellior Lawrence, band leader. Succeeding Mr. Broza is Joseph T. Connelly, WCAU news editor and director of special features. Norris West named assistant.

FARM SAFETY WINNERS

WHO Des Moines won in 10 kw to 50 kw division and ABC in national network division of National Farm Safety radio contest, sponsored for second year by National Safety Council, Chicago. Other winners: 1 kw to 10 kw division—WKY Oklahoma City, for second time; less than 1 kw—WMOH Hamilton, Ohio; regional networks—Special Farm Network of Ohio State U. and WOSU Columbus. In 10 kw to 50 kw division, WTIC Hartford, WLS Chicago and WPTF Raleigh received special praise. KLZ Denver runner-up in 1 kw to 10 kw division. Winners receive NSC's "Award of Honor for Distinguished Service to Safety."

PLUNGES TO DEATH

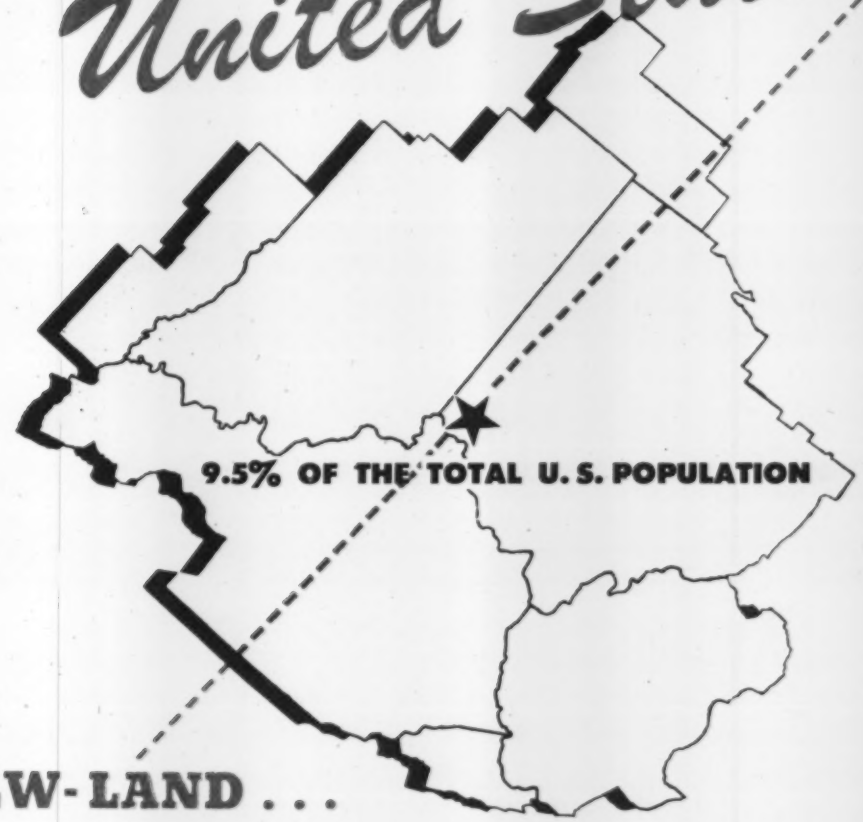
DOUGLAS W. BRASHEAR Jr., lately of Grant Adv., N. Y., son of Richmond, Va. American Tobacco Co. executive, Friday plunged to death from 76th floor offices of Grant agency, Empire State Bldg., N. Y. Former Marine pilot, he suffered from battle fatigue, said friends.

FILES FOR PHILADELPHIA

APPLICATION of Foundation Co. of Washington for new 10-kw Philadelphia station on 680 kc, DA fulltime, reported Friday by FCC. Foundation Co., headed by Washington radio attorney, Elmer W. Pratt, to seek intervention in Oct. 7 hearing on Baltimore 680 kc applications of WCBM Baltimore and Tower Realty Co. Firm also seeks to upset 570 kc Washington daytime grant to Metropolitan Broadcasting Co. and comparative consideration with own 5-kw, 580 kc fulltime application for nation's capital.

HEARING on Community and Ohio-Michigan companies' Toledo FM applications, scheduled today (Sept. 30), postponed on FCC's own motion until further order, after *Toledo Blade* withdrew, Commission said Friday.

This Much of the United States



IS WLW-LAND . . .

IN WHICH

12½ Million People Live . . . And Spend 3½ Billion Dollars Annually. 6½ Million Live in Large Cities . . . 3½ Million Live in Smaller Cities and Towns . . . 2½ Million Live on Farms.

WLW-LAND BECAUSE

17 of Every 20 Radio Families Listen Regularly to WLW . . . And They Listen a Total of 866 Million Minutes Per Week.*

WLW

THE NATION'S MOST MERCHANDISE-ABLE STATION

CROSLEY BROADCASTING CORPORATION

* Listening Data From Nielsen Radio Index, Aug.-Sept., 1945